

Press Release: Braun bodycruZer

Provoke the right reaction – bodycruZe your way to the next level of grooming

Get a reaction

These days men need to try much harder to stand out from the crowd, or attract the attention of the woman he's eyeing across the bar. Standards that once applied to women are increasingly more relevant to men. Being well groomed no longer just applies to the face. Male body hair cruZing and removal will boost confidence in every circumstance and assure you are prepared for, and receive the right reaction, in whatever situation.

Body Confident

Have you ever had an uncomfortable body hair moment when you've taken off your top on the beach or at the gym? Unsure if the woman opposite you was impressed by your honed chest or offended by the unkempt chest hair poking through your shirt?

Say goodbye to body hair grief once and for all with the new bodycruZer from Braun – designed especially for male body grooming needs. No one quotes an unruly chest hair wig or wild back rug as key components of their ideal man.

Grooming below the neck is increasingly important to men and their women. With this in mind, the bodycruZer is the world's first and only body groomer that combines a precision electrical trimmer with a Gillette Fusion blade to provide the ultimate bodycruZing experience for men. Trimmer and blade can be used simultaneously, or separately, depending on the result you want to achieve.

The bodycruZer's high performance trimmer offers maximum precision and comfort, and can be used confidently no matter what area of the body is being trimmed. The Gillette Fusion blades provide an incredible level of closeness and comfort on areas where a clean look is preferred. The bodycruZer also includes three attachable combs to help cut hair to desired lengths, including a comb especially designed for trimming very sensitive areas to ensure maximum safety.

Obvious Satisfaction

Braun bodycruZing results provoke the right reaction whatever the situation. The look and feel that the bodycruZer creates is the ultimate confidence boost.

From the head and chest to more sensitive areas of the body, bodycruZer's combination wet & dry hair removal technology is a comfortable and effective tool

to provide maximum control over body hair and create various looks that men and women want.

Eighty three percent of men surveyed in an independent Home Use Test* stated that the bodycruZer provided superior performance when compared to their existing body hair removal methods and that the bodycruZer could replace their existing methods.

The bodycruZer is 100% waterproof, making it ideal for use in or out of the shower. Braun bodycruZer is always ready for whatever body grooming needs you have.

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Notes to Editors

Braun bodycruZer Home Use Test

Research commissioned by Braun, completed by MM Research.

106 men between 18 and 35 years took part in the Body Hair Removal home-use-test (HUT) conducted in Germany during a period of five weeks in April and May 2008. They were asked to use the Braun bodycruZer instead of their usual device.

In comparison to the previous devices/ methods used by the participants the Braun bodycruZer was evaluated as better. 83% believe the bodycruZer can replace their previous method completely or to a large extent. The most mentioned arguments in favor of the bodycruZer were the combination of two devices in one, its overall performance, its performance with the setting 'trim/shave' and the handiness of the device.

About Braun

Braun was founded in 1921 in Germany and is part of Procter and Gamble. It manufactures a wide variety of products that marry innovation, reliability and creative design, ranging from electric shavers, beauty products to household appliances. Braun products enjoy worldwide distribution.