

Braun bodycruZer Q&As

Q: What is Braun bodycruZer?

A: Braun bodycruZer is the world's first ever body groomer that combines a precision electrical trimmer (to shorten/cut hairs) with a Gillette Fusion blade (to clean shave) for use on body areas below the neck. Braun blends the expertise of Braun and Gillette producing the world's first appliance that combines wet and dry shaving technologies that can be used together simultaneously or exclusively of each other.

Q: How is it different from other body shavers on the market?

A: Braun bodycruZer combines Gillette Fusion blade and Braun electric trimming technology, which can be used together or separately, and it is specially designed to shave body areas below the neck.

Q: What are the key features of Braun bodycruZer?

A: Braun bodycruZer has several innovative features including:

- **Wet & Dry:** It combines wet and dry shaving allowing for tailored body hair removal
- **Shave:** Gillette Fusion blades with a patented coating for smooth glide provide an incredible level of closeness and comfort.
- **Combination Shave & Trim:** Trims and shaves long hairs in one stroke for fast results.
- **Trim:** High performance cutting system for maximum precision and safety.
- **Preferred Hair Lengths:** Three attachable combs for cutting hair to preferred lengths.

Q: What are the benefits of wet/dry technology?

A: Wet shavers provide a close, clean shave, while electronic dry trimmers are designed to give a precision cut. With several trimming options, men can cut their body hair to preferred lengths.

Q: What are the benefits of body grooming with both a wet shaver and an electric trimmer?

A: Braun bodycruZer's wet and dry technology gives the close, clean shave of a wet razor and the precision cut of an electrical trimmer, which can be used together or individually and combine to give men the groomed body look they want.

Q: What are the features of the Braun bodycruZer that makes it Braun's most advanced groomer?

A: The Braun bodycruZer is the only all-over body groomer that combines a Braun electric precision trimmer to shorten hairs and a Gillette Fusion blade for a clean and comfortable shave.

Q: How do you use the Braun bodycruZer?

A: Consumers can shave various areas of the body below the neck by using the Braun bodycruZer trimmer or blade separately, or both in combination for maximum performance. The attachable combs can be incorporated into the grooming process to ensure hair is cut to the desired length.

Q: Is it safe to use the Braun bodycruZer in the shower and bath?

A: Braun bodycruZer is 100 per cent waterproof and is safe for usage in or out of the shower.

Q: Do you have to use shave gel when shaving with the Braun bodycruZer?

A: Consumers can use shave gel when taking advantage of Braun's wet shave technology or they can choose to use the trimmer by itself for a precision dry cut.

Q: What areas of the body can the Braun bodycruZer be used on?

A: Braun bodycruZer is designed to groom any part of the body below the neck.

Q: Can the bodycruZer be used on the face?

A: The Braun bodycruZer is not specifically designed to be used on the face.

Q: What replacement blades do I need to use on the Braun bodycruZer?

A: There are two versions of the bodycruZer in the market: one with Gillette M3Power blades and one with Gillette Fusion blades. The first works with any Gillette Mach3 cartridge and the second with any Gillette Fusion cartridge.

Q: How often should the blades be replaced?

A: How long a cartridge lasts varies from person to person as it is dependent on many variables such as beard toughness and thickness, beard preparation, shaving habits, and skin sensitivity. Gillette Fusion's Enhanced Indicator Lubrastrip will provide the user with a visual cue when optimal shave conditions have been reduced. In general, men should change the cartridge when it seems dull or they experience razor drag.

Q: How long does the Braun bodycruZer battery last?

A: The Braun bodycruZer battery will provide consumers with 60 minutes of cordless grooming.

Q: Will the hair on my body grow back thicker when using the Braun bodycruZer

A: That is a misconception. With regular bodygrooming your hair is less likely to grow back as thick as it once was before you started using the bodycruZer.

Q: Is the Braun bodycruZer difficult to use?

A: No, it is as easy to use as an electric or wet shaver is on your face.

Q: Are there guidelines for use?

A: Complete instructions are included in package.

Q: Why is this product named bodycruZer?

A: Braun named the product the bodycruZer because it combines the technology from its existing cruZer product line with Gillette shaving technology to create a device perfectly designed to groom various parts of the male body.

Q: What type of consumer use tests were conducted for Braun bodycruZer? What were the results?

A: According to internal consumer studies, men have trimmed or removed hair from parts of their bodies other than their face in the past year, establishing body hair removal as a growing trend among men worldwide.

* US	33%
** UK	48%
** Ireland	48%
** Greece	34%
** Netherlands	48%
** Sweden	63%
** Spain	48%
** Italy	61%
** Portugal	20%
** Germany	61%
** France	40%
** Denmark	38%
** Belgium	35%

* Gillette National Consumer Study 2006 – U.S. Males

** P&G European Grooming study

Q: Is body grooming becoming more acceptable

A: According to P&G expert grooming guide, male body grooming is a global trend that is becoming a more acceptable part of men's daily routine. Different trends were seen varying from complete hair removal to certain body parts being trimmed to enhance body parts such as chest and leg muscles.

Q: Why do men body groom?

A: Men who body groom tend to look after their appearance and therefore remove hair from various parts of the body below the neck to give them the well-groomed body look they want.

Q: Will the Braun bodycruZer be available in more than one color?

A: Braun bodycruZer is available in two separate styles including silver and white.