



The cutting-edge **Braun °CoolTec** is the world's first dry shaver with an integrated cooling bar! It cools the skin while shaving and puts irritation on ice – providing relief for the approximately 40% of men around the world who have sensitive skin.

Braun's °CoolTec goes to the root of the irritation problem by minimizing the shaving-induced increase in skin temperature:

- Patented “active cooling technology” effectively cools down the skin while shaving, delivering a pleasant sensorial and skin-friendly shave while still delivering Braun's trusted, world-class shaving performance.
- °CoolTec's innovative, integrated aluminum cooling bar makes contact with the skin during shaving, transporting heat away from the skin – actively cooling and calming skin for relaxed, smooth skin with a feeling of freshness, at the push of a button.
- In clinical tests at the Charité Hospital of the University of Berlin, the shaver delivered noticeable reduction in the signs of shaving irritation, including burning, itching, redness, skin tension and warmth.
- In pre-launch product testing, Braun °CoolTec's cutting-edge technology was highly appreciated by men around the globe – not only those with sensitive skin.

latest innovations

About Braun's °CoolTec Technology:

The Braun °CoolTec's active cooling technology consists of two main components: the Cooling Bar and the Thermo Electric Cooler (TEC).

- The integrated aluminum cooling bar, located between the shaving foils and next to the center trimmer, makes contact with the skin during shaving, actively cooling down the skin and transporting heat away from the skin.
- TEC technology works at the push of a button, without the need for additional products like gels or lotions. When the shaver is switched on, the temperature of the cooling bar drops by around 20°C.

Availability:

A six-month global rollout of Braun °CoolTec will begin in mid-2013.



Contacts

Lars Atorf, Ph.D.
Head of Communications
P&G Global
Braun and Appliances
+49 (0)6173-30-2714
atorf.l@pg.com

Stefan Vögeding
Communications Associate
P&G Global
Braun and Appliances
+41 58-004-3428
voegeding.s@pg.com

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