

BRAUN | THE SHAVER

When the first Braun electric shaver appeared on the market in 1950, the concept of dry shaving had already been around since the turn of the century, but the appliances available at the time could not compete with wet shaving. It was only with the development of the revolutionary cutting foil system, which removed the finest and shortest facial hair completely and was also gentle on the skin, that the dry shaver – and with it, the Braun name – was able to make a breakthrough. The Kronberg-based company is the market leader in numerous categories, for example cutting foil shaving systems, epilators and hand-held mixers. Since 2005 Braun belongs to the international consumer goods group Procter & Gamble, and its range of more than 100 products is marketed throughout the world. One of the latest innovations to emerge from Braun is the Series 7, which makes use of innovative acoustic technology enabling the shaver head to glide over the skin with 10,000 micro-oscillations per minute. Working with the cutting system, these micro vibrations mean that more hairs are caught in each stroke. The flexible shaver head adapts automatically to facial contours. The active integrated Power Comb™ also raises hairs lying flat to the skin in problem areas such as the neck. The Series 7 meets the demands of maximum hygiene through its cleaning and care system. The combination of technical innovation, functional design and the highest level of quality ensure an intuitive and simple experience for purchasers of all products bearing the Braun name.

