

Press Information

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REVOLUTIONARY PHILIPS NIVEA FOR MEN SHAVER KEEPS SKIN HEALTHY AS IT SHAVES Smooth Shave, Healthy Skin

Men deserve a close, fresh shave everyday without suffering the annoyance of skin irritation or dry skin. That was the starting point for Philips and NIVEA FOR MEN who teamed up to find a solution and developed the groundbreaking new Philips NIVEA FOR MEN Shaver.

The two brands have linked to provide men with a unique integrated skin protection system, offering the ultimate shaving experience and delivering what men deserve – an easy to experience, smooth shave that keeps skin healthy.

The innovative new appliance delivers a close shave, thanks to its exclusive shaving head innovation with stretch and lift rings, but makes pioneering leaps in banishing skin irritation. The Advanced Skin Protection System dispenses NIVEA FOR MEN anti-irritation shaving conditioner through the shaving heads directly onto the skin, moisturizing the skin while shaving, leaving it hydrated, with a fresh and cool feeling, and banishing skin irritation for good. The all new NIVEA FOR MEN shaving conditioner formula includes Natural Mircotec™ for immediate recovery and even greater skin comfort.

This advanced appliance rewrites the rules of shaving and couldn't be easier to experience. The simple refill system allows you to pump the NIVEA FOR MEN shaving conditioner from the refill directly into the shaver.

Only the new Philips NIVEA FOR MEN shaver gives you a smooth shave while you can be confident that your skin stays healthy. In its quest for a close shave, the Philips NIVEA FOR MEN shaver features:

Waterproof

Allowing in-shower use, this not only saves time and gives that wet shave feeling, but provides the added benefit of shaving while the pores are open. Coupled with the NIVEA FOR MEN shaving conditioner, this allows the shaving unit glides across the skin for the ultimate smooth and close shave.

Advanced Skin Protection System

The new NIVEA FOR MEN shaving conditioning formula is dispensed directly onto skin while shaving, to moisturise the skin for a healthy look. The improved conditioner contains Natural Microtec™ which protects skin against irritation for immediate recovery and ultimate skin comfort.

Stretch and Lift Rings

A unique and new development in the Philips NIVEA FOR MEN shaver. These cutting edge shaving heads are designed with unique rings with a stretch and lift pattern that to a great shave, every time.

Soft Touch Contour Following

Clever design allows the blades to gently follow the contours of your face, for a close, smooth, even shave.

Not only does the new Philips NIVEA FOR MEN shaver deliver the ultimate shaving experience, it also looks the part. The shaver launches with a new stylish, ergonomic design which fits more comfortably in the palm of your hand and has a high-end look and feel, which any man would be proud to own.

The new Philips NIVEA FOR MEN shaver delivers what men deserve, protecting your skin against irritation while giving a great shave. You can be confident that your skin stays healthy and that you always look your best.

For further information, please visit www.philips.com/feeldifferent

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