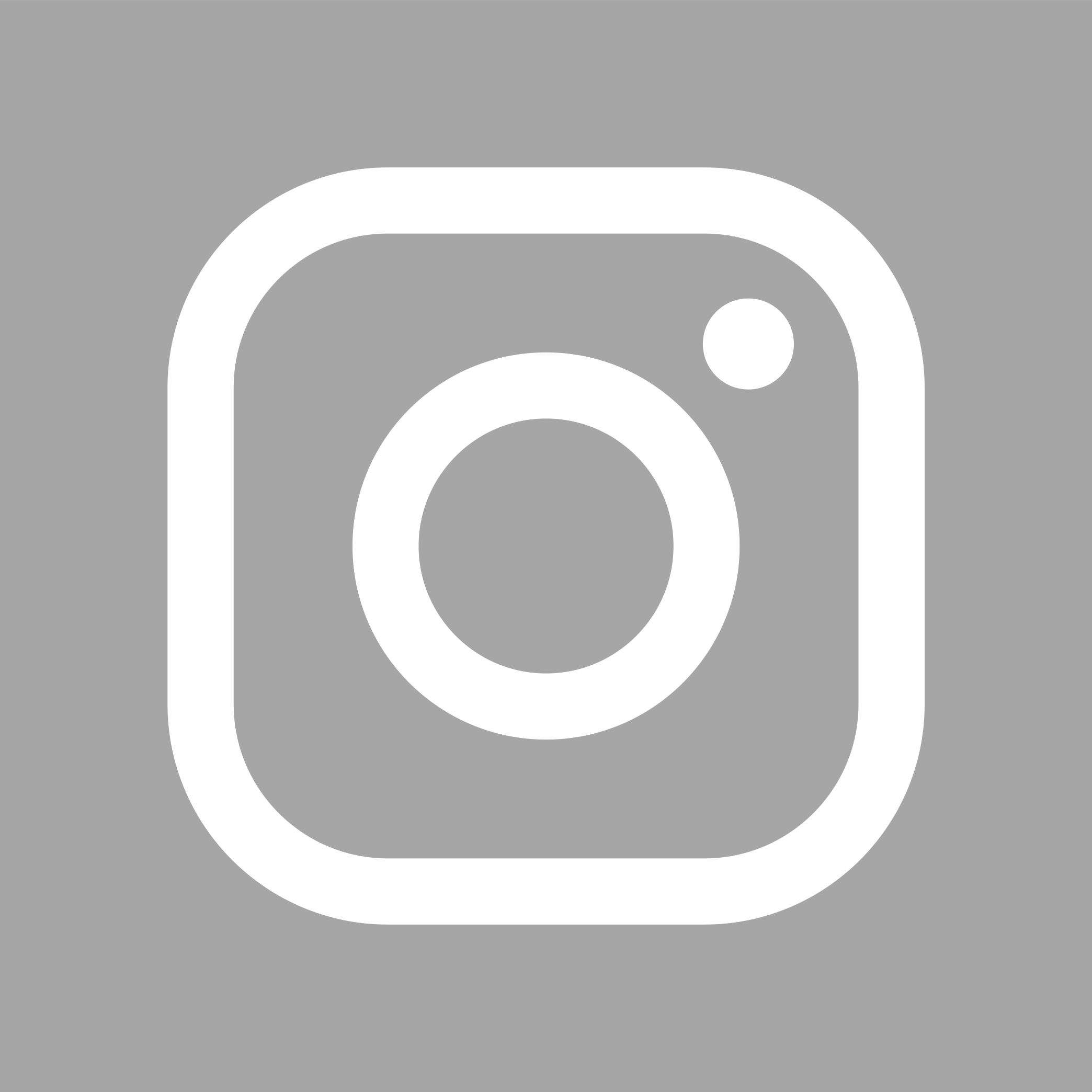
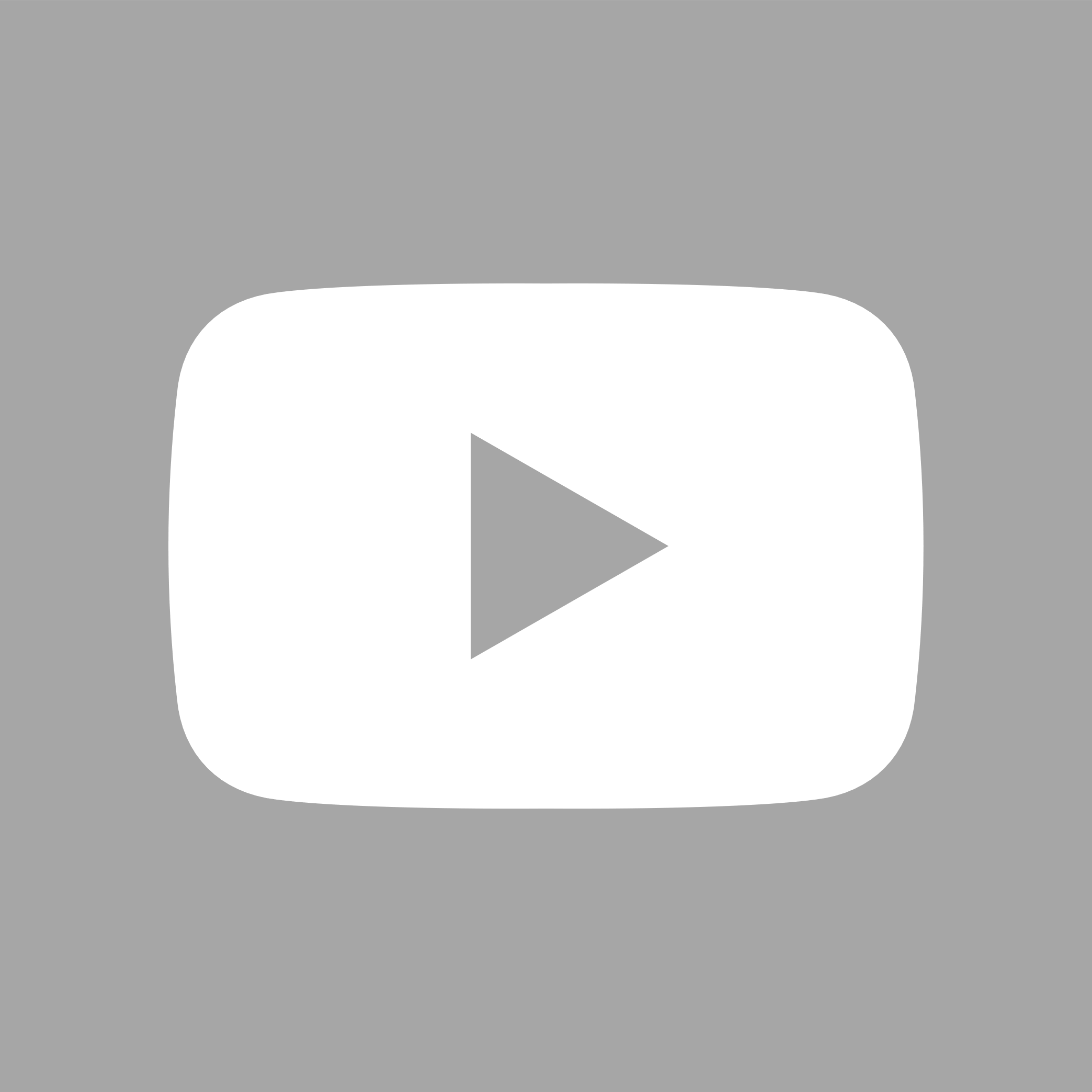
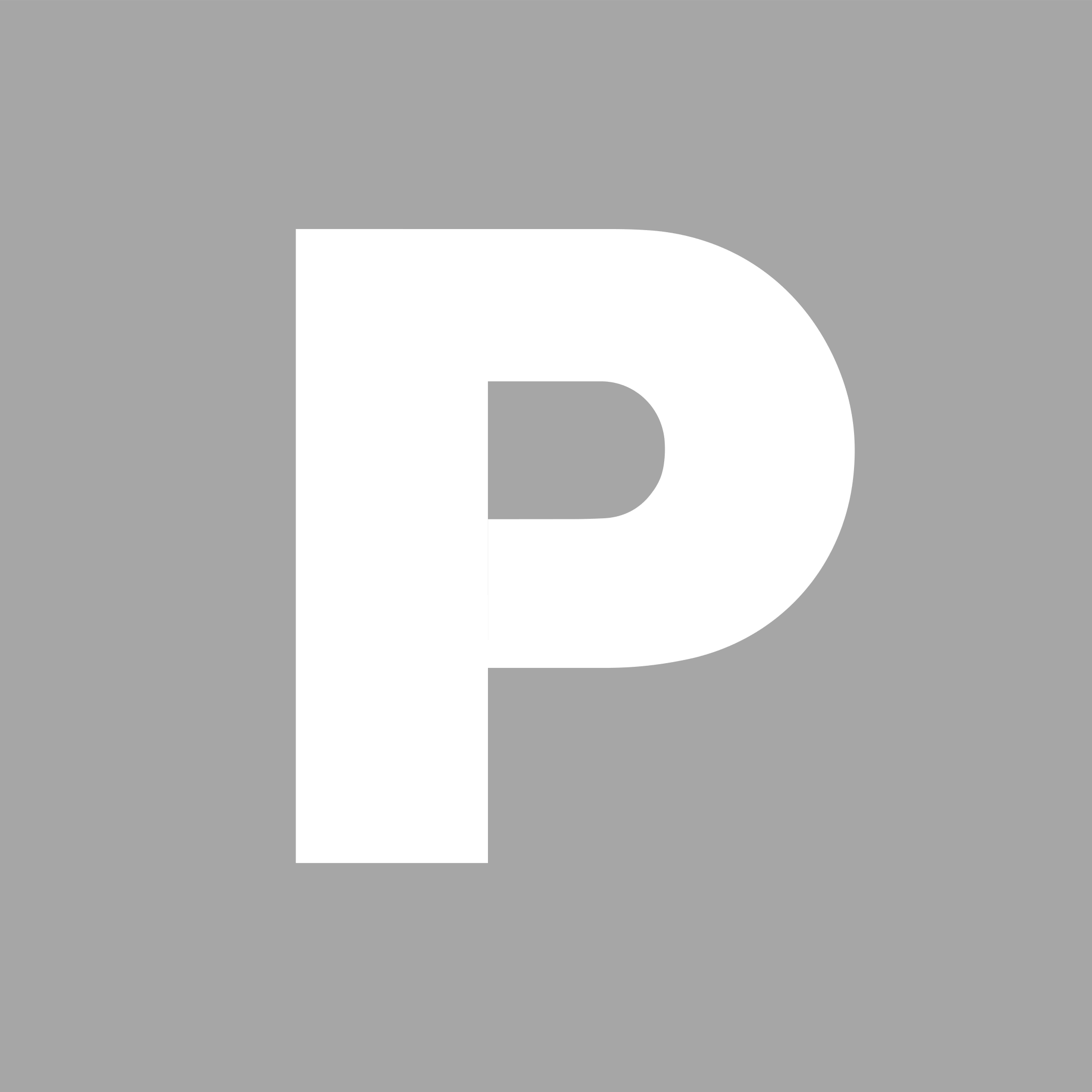
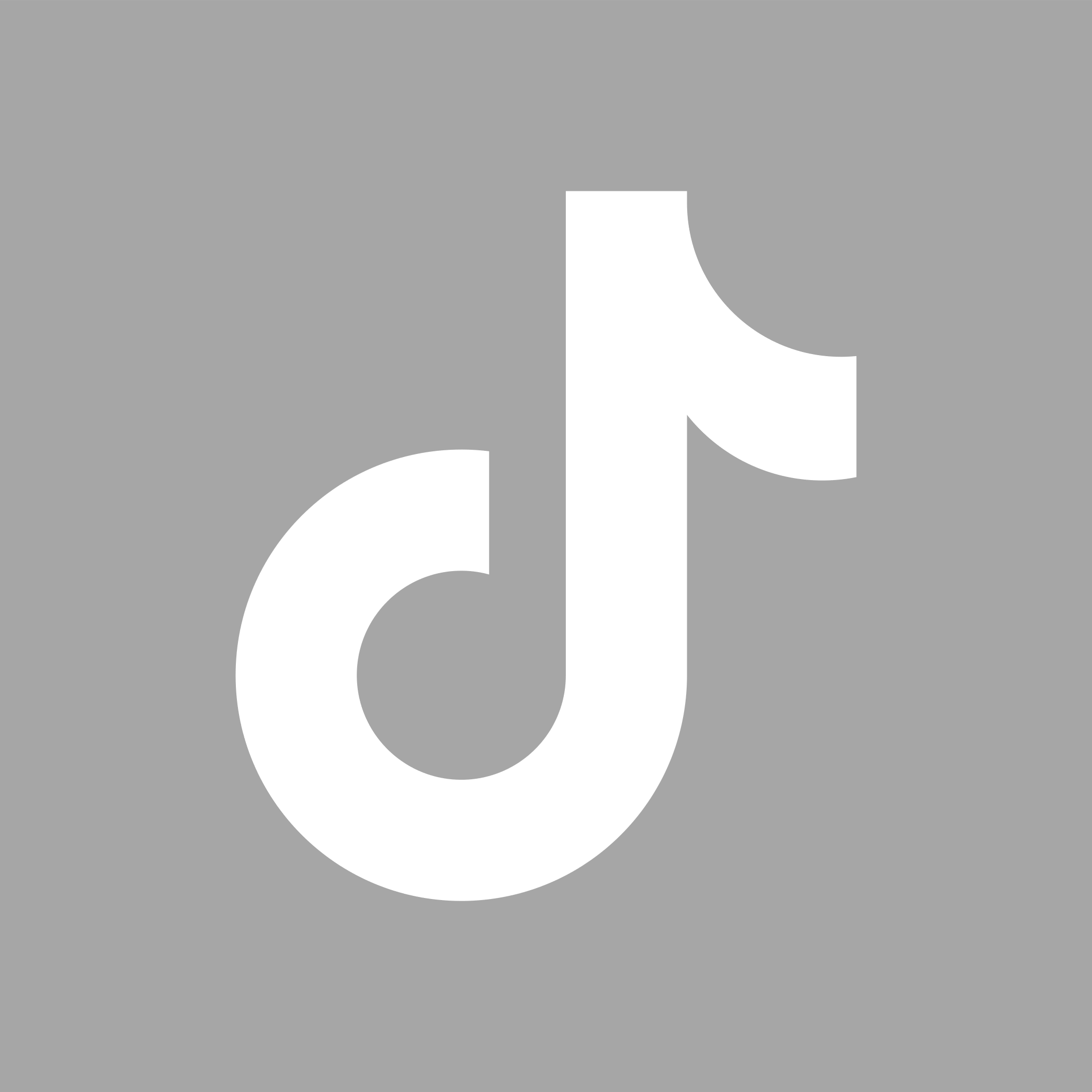
Be ready for any occasion with the latest attachments for MULTISHAPE from Panasonic

Look and feel your best with four new attachments for MULTISHAPE – Panasonic’s award-winning[[1]](#footnote-2) modular

personal care system.

[](https://www.instagram.com/panasonicpersonalcare/)[](https://www.youtube.com/@PanasonicEuropeYouTubeChannel)[](https://twitter.com/PanasonicEurope)[](https://www.panasonic.com)[](https://www.tiktok.com/@panasonicpersonalcare)

5th September 2024

A row of black objects on a table

Description automatically generated

* The MULTISHAPE system with one chargeable battery handle allows you to create a unique combination that fits your very own personal care routine using only resources that are truly needed.
* Inspired by UN Sustainable Development Goal 12[[2]](#footnote-3): Responsible Consumption and Production, Panasonic set out to remove unnecessary materials from personal care routines when developing the MULTISHAPE.
* The four new attachments entering the range include: ER-CHC1 Hair Clipper Head, ER-CDT1 Detail Shave/Trim Set, ER-CFC1 Foot Care Head and ER-CFB1 3-in-1 Facial Brush Head.

**Self care starts at home**

To clear out endless electronic clutter and enhance control and customisation of your daily grooming routine, Panasonic’s MULTISHAPE offers an all-in-one personal care solution. As the first modular personal care system to provide the freedom to select from a range of personal care essentials, the MULTISHAPE enables flexibility to help you look and feel your most authentic self. With unrivalled comfort and grip, its rechargeable handle can be tailored with a range of premium heads to suit your grooming needs, whether you are looking to nail that professional look for work, or simply tidy yourself up for a weekend with the family. This season, Panasonic announces four new attachments to enhance the MULTISHAPE‘s popular line up and offer a full 360-degree grooming experience.

A hand holding a shaver

Description automatically generated

**New attachments to complete your grooming routine**

Since its launch in 2022, the MULTISHAPE system has offered five premium attachment heads that can be changed and upgraded as your personal care needs evolve. Be it a close and comfortable shave, a precise beard, hair or body trim or a thorough teeth clean, the MULTISHAPE has had it covered with a Beard/Hair Trimmer Head, a Beard/Hair/Body Trimmer Head, a 3-Blade Shaver Head, a Nose/Ear/Facial Trimmer Head and an Electric Toothbrush Head.

Now, with consumer lifestyles diversifying and personal care routines evolving, Panasonic has packed its innovative Japanese engineering and premium craftmanship into four new attachments for MULTISHAPE. These include a Hair Clipper Head, a Detail Shave Trim Set for the face, a Foot Care Head and a Facial Brush Head.

A person looking at something

Description automatically generated

**ER-CHC1 Hair Clipper Head –** Convert the MULTISHAPE into a professional hair clipper and create the style you desire with versatile 0.9[[3]](#footnote-4)-30mm length settings and four dual comb attachments. By incorporating durable 45-degree stainless-steel blades produced using the latest Japanese Blade Technology, like that of a professional clipper[[4]](#footnote-5), the ER-CHC1 ensures efficiency, power and is designed with precision in mind.

The straight-tipped combs are engineered to minimize clogging and brush through hair easily whilst the enhanced cutting power of the blades ensures even dense hair is cut effortlessly[[5]](#footnote-6).

**A person using a trimmer

Description automatically generated**

**ER-CDT1 Detail Shave/Trim Set –** This set is made up of three parts including an Eyebrow Trimmer, Beard Detail Trimmer and Detail Shaver. With a 2/3/4 mm eyebrow comb and cover to reduce the trimming range, you can gently tidy narrow sections and easily groom hairs to the desired length. Meanwhile, the Beard Detail Trimmer Head features acute 45-degree edge blades to cut thick beards fast and effectively. Whilst the rounded blade trims down to 0.2mm for accurate and gentle detailing, the 1mm trim attachment Beard Comb offers even more convenience to eliminate worries of damaged or irritated skin. Likewise, the combination of sharp inner blade and outer foil on the Detail Shaver Head ensures close and impressive results whilst still being kind to your face.

**A person washing a sink

Description automatically generated with medium confidence**

**ER-CFC1 Foot Care Head –** The perfect solution for calloused skin, this attachment has a long-lasting micro-ceramic roller file that gently exfoliates dry and hard heels, eliminating dead skin on the soles and leaving feet feeling smooth.

**A person with a beard and a shaver

Description automatically generated**

**ER-CFB1 3-in-1 Facial Brush Head –** Designed to complement your daily skin and beard routine, this head comes with threeattachments to take you from simple cleansing to deep exfoliation for more vibrant and healthy-looking skin. The heads exfoliate and soften skin with a high-speed movement of approx. 3,000 sonic vibrations per minute, and the Cleaning Brush for Beards works specifically to target skin under thick bristles. For precise deep cleansing, the Deep Clean Brush is your go-to as the silicone bristles are ideal for blackhead removal around the nose and chin.

**Mindfully designed with modular base for sophisticated simplicity**

Doing away with multiple devices, chargers and batteries whilst providing a premium customisable personal care experience, the MULTISHAPE delivers adaptability whilst also considering the environment. When the time comes to replace a particular unit, individual parts can be easily replaced without the need to throw away the entire product. It features a bespoke minimalist and sleek design, is light, compact and easy-to-carry, allowing you to look your best on the go, whether seeing family and friends, on a romantic getaway, attending a wedding or a work trip.

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Each attachment for the MULTISHAPE has been designed to showcase Panasonic’s excellent quality and skilled craftsmanship – from the state-of-the-art Japanese blades used in the shaver head and hair clipper attachments, to the sonic vibration technology that graces the high-end toothbrush design and facial brush heads. With world-renowned innovative technology, great results are easy to achieve - these are the qualities that make Panasonic Japan’s No.1 electronic personal care brand[[6]](#footnote-7).

*Please see supplementary information sheet for more detail on each attachment head and available X-shape packs.*

**A light bulb from a ceiling

Description automatically generatedAbout the Panasonic Group**

Founded in 1918, and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. The Group reported consolidated net sales of Euro 54.12 billion (8,496.4 billion yen) for the year ended March 31, 2024. To learn more about the Panasonic Group, please visit: <https://holdings.panasonic/global/>

**A group of people sitting on the floor playing with toys

Description automatically generatedCreate Today. Enrich Tomorrow.**

Holistic Wellbeing for People, Society, and the Planet - Our goal is to bring balance to People, Society and the Planet through our innovative solutions & products; promoting overall wellbeing for everyone by creating a healthier, simpler and more balanced way of living.

[Find out more >](https://www.panasonic.com/uk/consumer/create-today-enrich-tomorrow/holistic-wellbeing/social-wellbeing.html)

**A green forest with white text

Description automatically generated**

**Panasonic Group Environmental Initiatives**

The Panasonic Group has set forth its long-term environmental vision, "Panasonic GREEN IMPACT," with the aim of achieving both a better life and a sustainable global environment for all. Under PGI, Panasonic Group strives towards achieving virtually net zero CO2 emissions from its own operations by 2030, and aims to create an impact of more than 300 million tons (\*1) of reduced and avoided CO2, which is equivalent to about 1 percent of the current global total of approximately 31.7 billion tons (\*2) by 2050. The group also works on business activities to realize a circular economy in which resource efficiency contributes to decarbonization and reduces the consumption of limited natural resources.

\*1: CO2 Emission factor based on 2020

\*2: 31.7 billion tons of energy-derived CO 2 emissions in 2020 (Source: IEA)

[Panasonic GREEN IMPACT - About Us - Panasonic Holdings](https://holdings.panasonic/global/corporate/panasonic-green-impact.html)

1. iF Gold Award 2023 and Red Dot Winner 2023 [↑](#footnote-ref-2)
2. The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. [↑](#footnote-ref-3)
3. Without the attachment [↑](#footnote-ref-4)
4. Professional Hair Clipper ER1411 [↑](#footnote-ref-5)
5. Compared to conventional blades (Beard/Hair/Body Trimmer ER-CTW1) [↑](#footnote-ref-6)
6. Source: Euromonitor International Limited, Consumer Appliances 2024 edition, Panasonic in the hair care appliances category, retail volume in units, 2023 data. [↑](#footnote-ref-7)