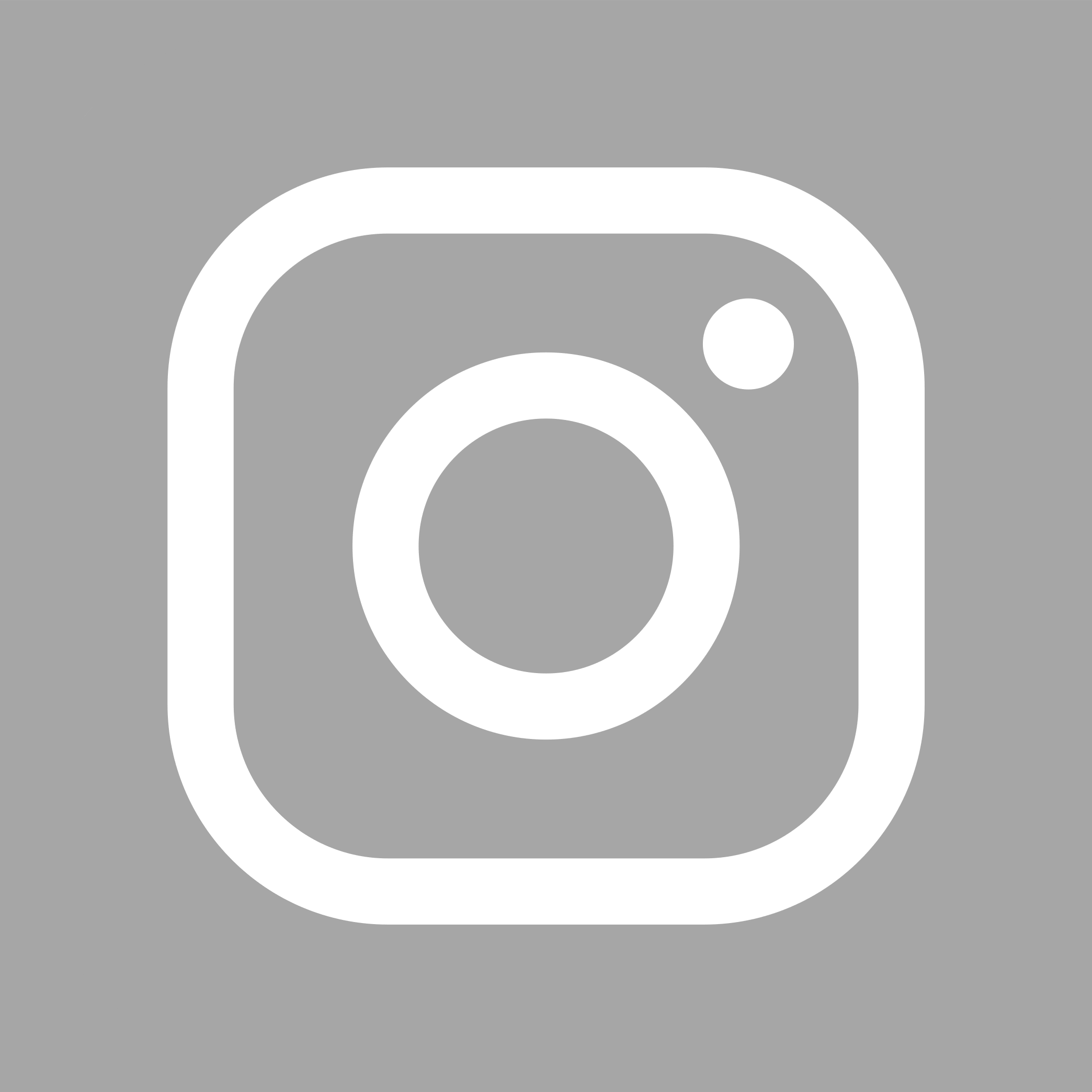
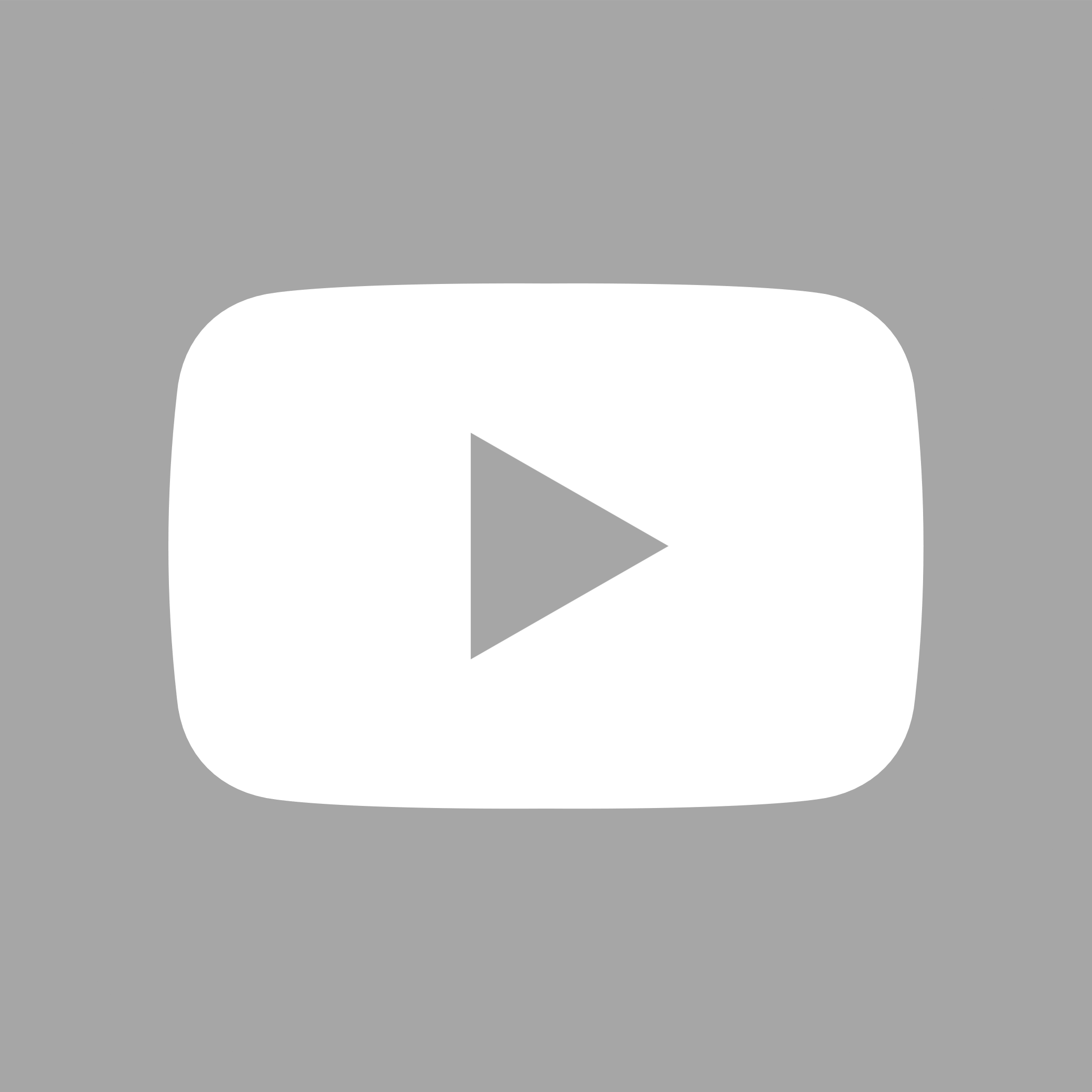
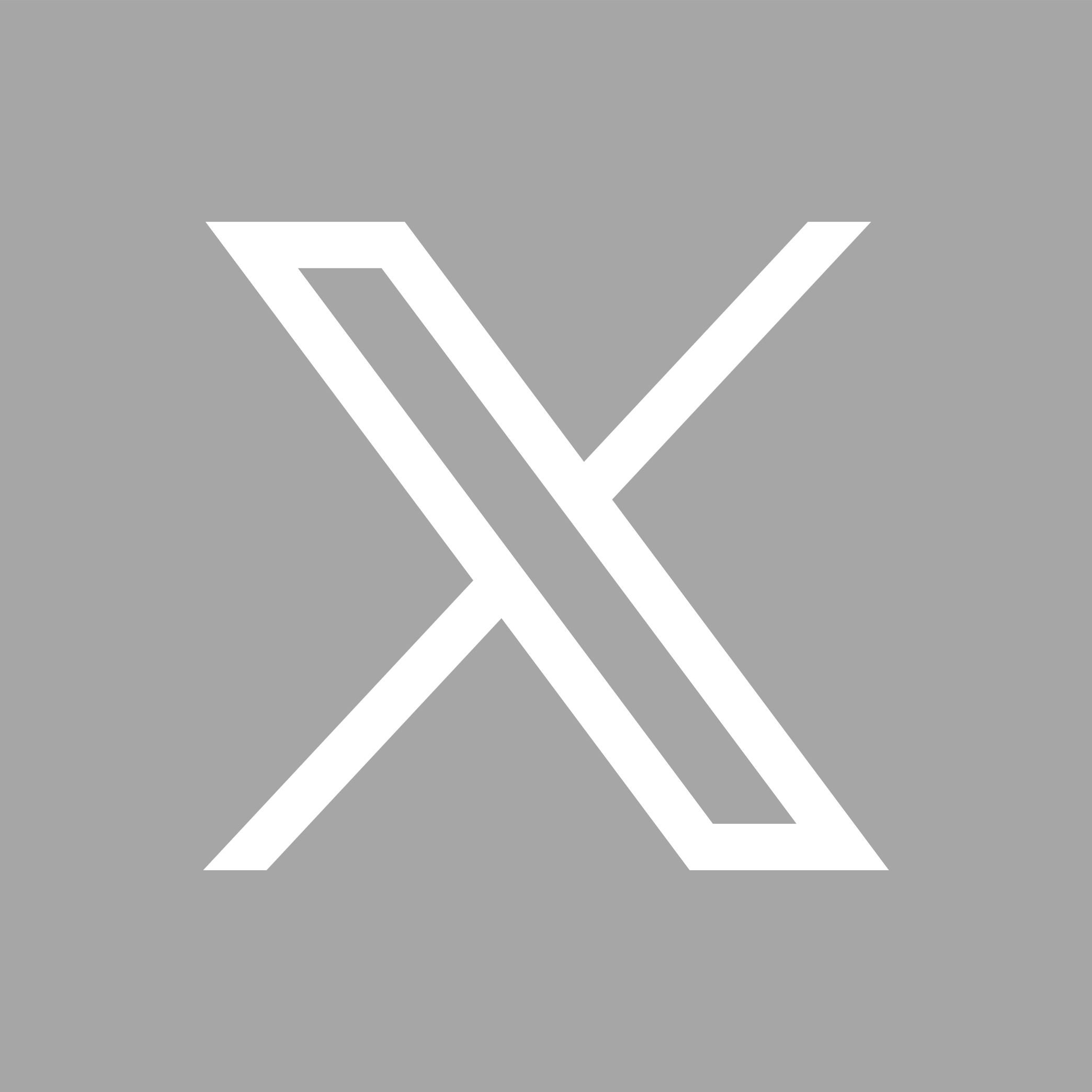
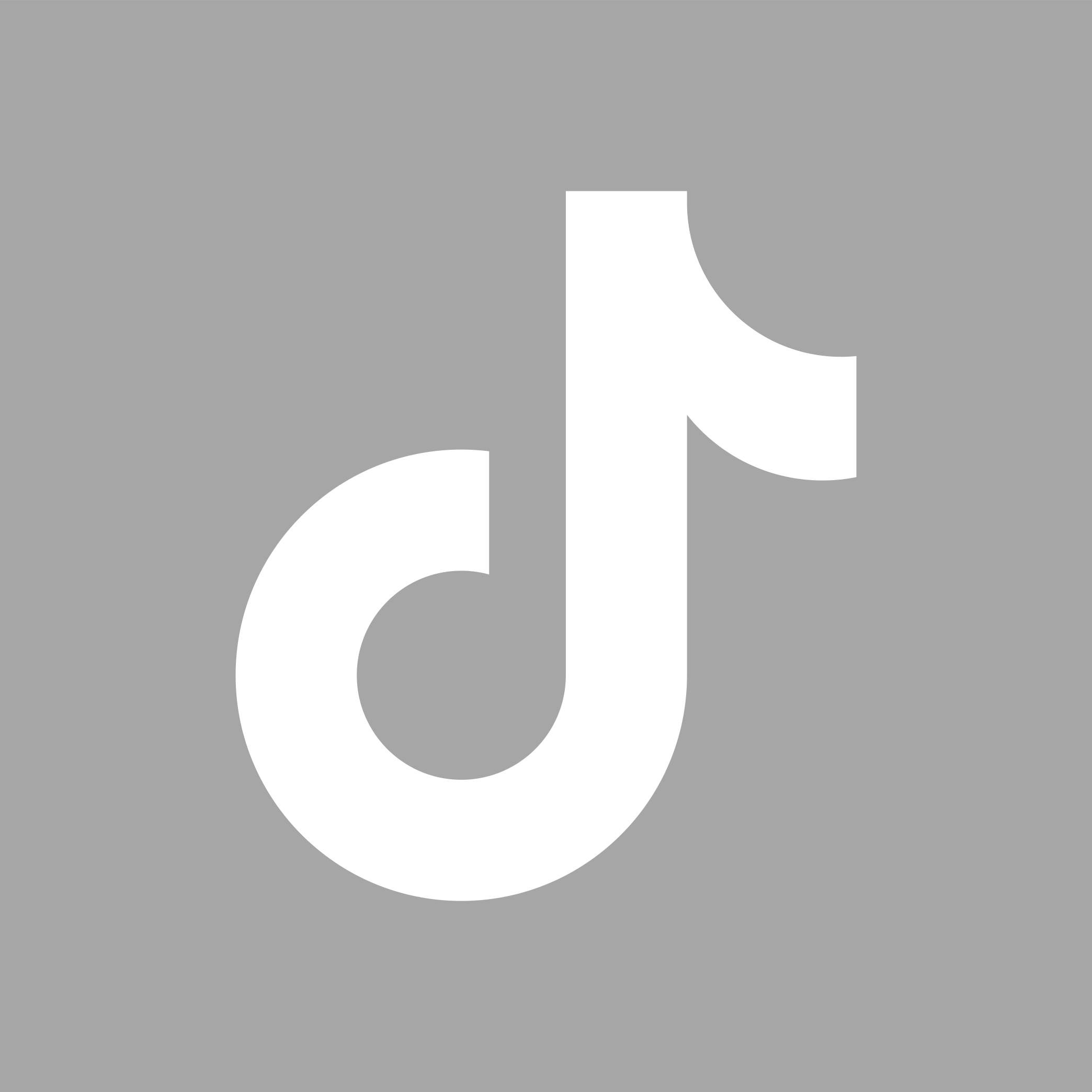
Redefine your shave with the new Panasonic Series 900s shaver: put shaving in the palm of your hand

Enjoy ultimate control and top performance at your fingertips with unique minimalist shavers that fit perfectly in the palm of your hand.

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

[COUNTRY, DATE] August 2024

A person shaving his face

Description automatically generated

* The new Series 900s PALM-sized 5-BLADE SHAVER, boasts five Japanese stainless-steel blades, an ultra-fast linear motor using mag-lev technology with 70,000 cutting actions per minute, and Responsive Beard Sensor+ Technology to tackle even thick and dense stubble effortlessly.
* With a durable battery, USB charging (Type-C) and a travel case, maintaining your look has never been easier, whether at home or on the move.
* Crafted from NAGORI® material produced from ocean minerals and compactly designed to remove the need for traditional handle
* Since the release of their first shaver in 1955, Panasonic has continued to work on evolving innovative and intuitive ways of achieving a clean and close shave with uncompromised performance. Panasonic is now the No.1 Electric Hair Care brand in Japan[[1]](#footnote-2).

**Series 900s: ES-PV6B and ES-PV3B – A new shaving experience**

A few small objects on a counter

Description automatically generated with medium confidence

Introducing the Series 900s, a PALM-sized 5-BLADE SHAVER designed for exceptional functionality and effectiveness. By eliminating the traditional handle, the Series 900s reduces plastic used by 40%[[2]](#footnote-3) and offers unparalleled maneuverability, enabling users to hold the shaver head comfortably in their palm. Its unique shape enhances control and provides a smoother shaving experience, allowing users to redefine their shaving routine both in terms of personal style and the shaving process itself.

In addition to the unique design, the Series 900s delivers the highest-quality level of performance that you would expect from other premium Panasonic shavers. Equipped with a powerful linear motor using advanced mag-lev technology to maintain 70,000 cross-cutting movements per minute, the Series 900s ensures a clean, close and long-lasting shave regardless of battery level.

As with all Panasonic shavers, the Series 900s is designed using the expertise of Japanese Samurai sword-making. The five advanced blades and foils are both made of stainless steel and the inner blades are nano-sharpened to 30 degrees, improving durability and reducing risk of irritation. The shaver features two thin Finish Blades to closely shave from the root of each hair, a Thick Stubble Blade that tackles long flat-lying hairs on the jaw and around the neck, and two Lift Blades comprised of reverse tapered edges to lift and cut flat-lying hair. The advanced efficiency of these durable blades cuts through thick stubble for a gentle shave in every pass[[3]](#footnote-4), reducing skin damage and maintaining as close a shave as day one for up to five years[[4]](#footnote-5).

To help further redefine your shave, Panasonic has incorporated Responsive Beard Sensor+ Technology into the new Series 900s. Using precise sensing 233 times a second, the shaver boosts power where hair growth is heavy, and reduces it in sparser areas to ensure an even finish and personalised shaving experience.

The Series 900s is 100% waterproof[[5]](#footnote-6) and washable, so can be used either dry or wet, with gel, foam, or even in the shower.

A white square object in water

Description automatically generated

Additionally, the ES-PV6 model is expertly crafted from NAGORI® matter with unique stone-like pattern produced from ocean minerals, thus giving each shaver its own individual appearance.

The Series 900s is available in NAGORI® Marble White (ES-PV6B-W) and Matte Black (ES-PV3B-K) from xxx RRP xxxx.

**Series 700s: ES-CM3 and ES-ACM3 – compact and powerful for everyday use**

A few small square objects on a counter

Description automatically generated with medium confidence

In addition to the Series 900s shaver, Panasonic has also created the Series 700s, with a simple sleek design and features that work to benefit the everyday modern lifestyle.

The Series 700s embodies a stylish look that blends seamlessly into any home, and the innovative design ensures effortless handling with details such as the slide power switch that allows for dual-sided operation and ease of use.

With an ultra-fast linear motor delivering 39,000 cross-cutting movements per minute, Responsive Beard Sensor Technology and an advanced three blade cutting system nano-sharpened at 30 degrees, you can rely on the Series 700s to deliver an efficient and comfortable shave every day.

The Series 700s is available in silver/black and silver/white from xxx RRP xxxx

**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)

**A computer on a desk

Description automatically generatedContact :**

NAME

POSITION

DIVISION

ADDRESS

CONTACT NUMBER

CONTACT EMAIL

1. Source: Euromonitor International Limited, Consumer Appliances 2024 edition, Panasonic in the hair care appliances category, retail volume in units, 2023 data. [↑](#footnote-ref-2)
2. Internal measurement of shaver parts in volume: Panasonic ES-LV6U vs ES-PV6. [↑](#footnote-ref-3)
3. Internal performance test vs Panasonic predecessor ES-LV9F, Japan 2020.

   [Test model: Panasonic S900 ES-LV6/9U identical technical specs and blade / motor construction] [↑](#footnote-ref-4)
4. Hair count & length comparison between new and artificially aged shavers, tested at ipi Institutes Germany, April 2023; In-house laboratory testing with artificially aged shaver blades, Japan, May 2023. [Test model: Panasonic ES-LV67 - identical blade material / motor construction] Depends on individual care, handling and shaving technique.For further information see panasonic.com/XX/shaverperformancetest [LSO need to insert their LMP URL] [↑](#footnote-ref-5)
5. IPX7 Waterproofing, based on immersion test (30 minutes in water up to 1m depth) [↑](#footnote-ref-6)