

# Braun introduces innovative designs for hair and dental care

By **Jas Ryat** on August, 4 2016 | Technology



Braun is introducing some of its latest innovations at this year's TFWA World Exhibition (stand number: Mediterranean Village P15).



## **Series 9**

The new Braun Series 9 features an eye-catching, gold-colored, titanium-coated HyperLift trimmer. The premium strengthening coating of the HyperLift trimmer is designed to reduce friction, delivering a pleasant skin feel. The coating provides protection from corrosion and improves wear resistance, making it more durable.



### **Silk-Expert IPL**

With Silk-Expert IPL, Braun offers an alternative to surface shaving and root hair removal. Silk-Expert is an energy-based hair removal method which interrupts the hair's growth cycle.

Braun Silk-Expert IPL uses Intense Pulsed Light (IPL) technology that emits gentle pulses of light beneath the surface of the skin. Each pulse is optimized to target the melanin in the hair follicle. When the melanin in the hair follicle and root absorbs the light, it is transformed into heat that breaks the hair's growth cycle. With continued periodic use the hair becomes weaker, finer, lighter and grows slower. No charging, gels or replacement light bulbs are needed.



### **Oral-B Genius 9000 and 8000**

The Oral-B Genius intelligent toothbrush system combines position detection technology with triple pressure control and a professional timer to help brush.

Position detection technology combines motion sensor technology located in the brush and video recognition using the smartphone's camera to track areas being brushed so that no zone is missed.

It comes with a smartphone holder which allows for the phone to be placed on the bathroom mirror for use of the position detection technology, and is removable and re-attachable for flexible use.

The charging travel case charges the brush and smartphone or other small device with a single plug. Multi-voltage is designed to make traveling easier (featured only on the Genius 9000).