

Procter&Gamble

„A cool shave - just by a push of a button!“

Dr. Uwe Katzer

8. Tagung "Feinwerktechnische Konstruktion"

Nov 5th 2014, Dresden

Today's Agenda

- Company Overview
- Braun °CoolTec Product Concept
- Technical Realization

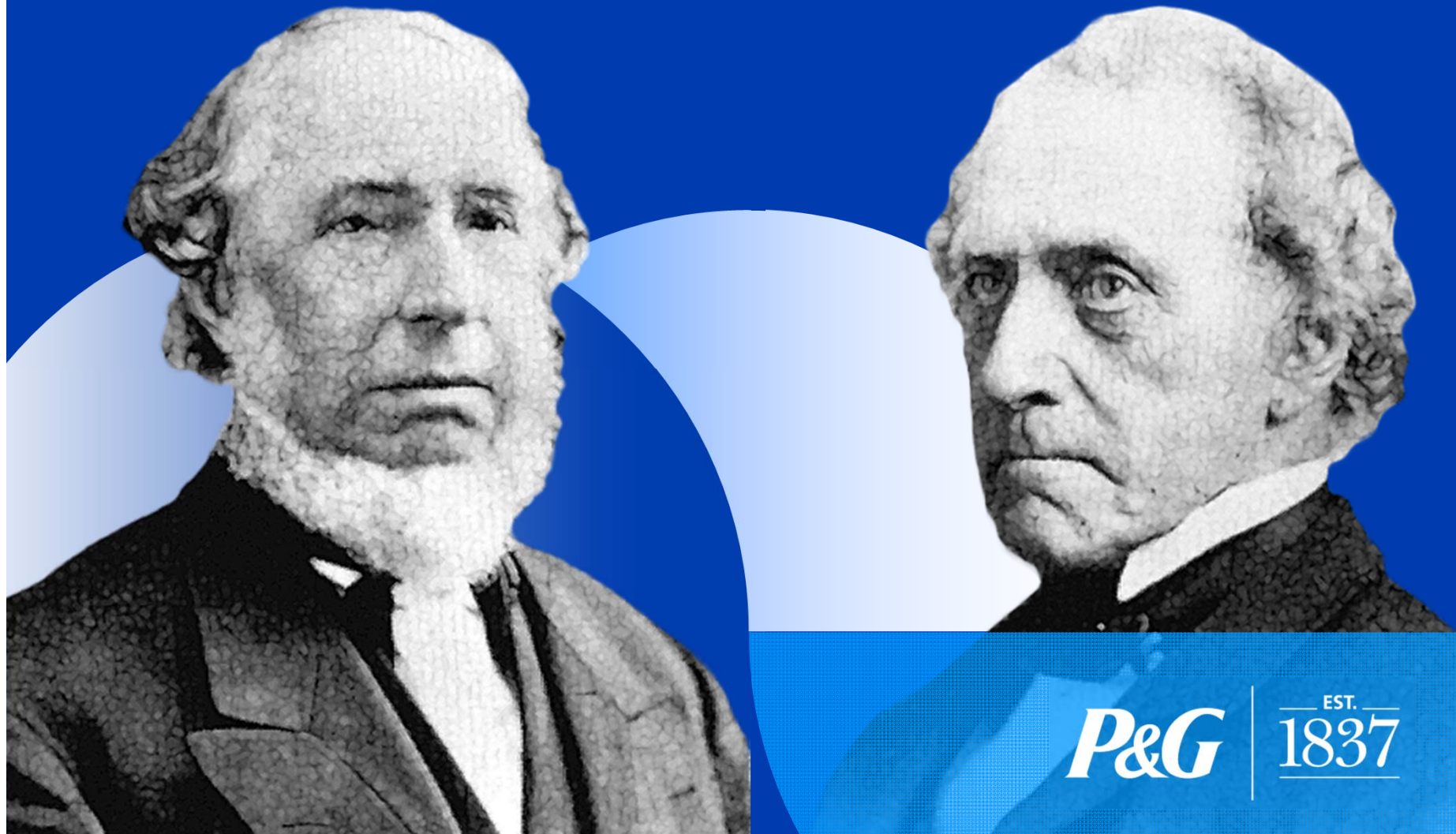


P&G Company Overview

Leadership Brands



Our Heritage



P&G | EST.
1837



Our Promise

P&G touches and improves the lives of billions of people around the world. And P&G people work to make sure those brands live up to their promise to make everyday life just a little bit better, now and for generations to come.

Brand Innovation

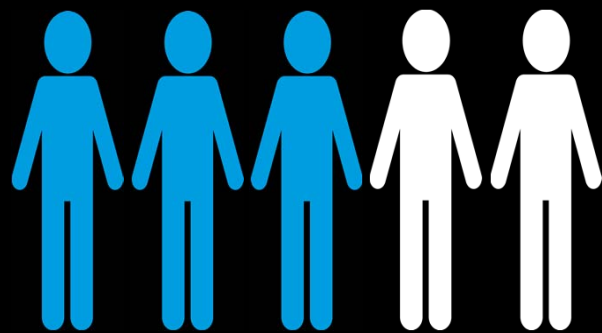
Braun °CoolTec



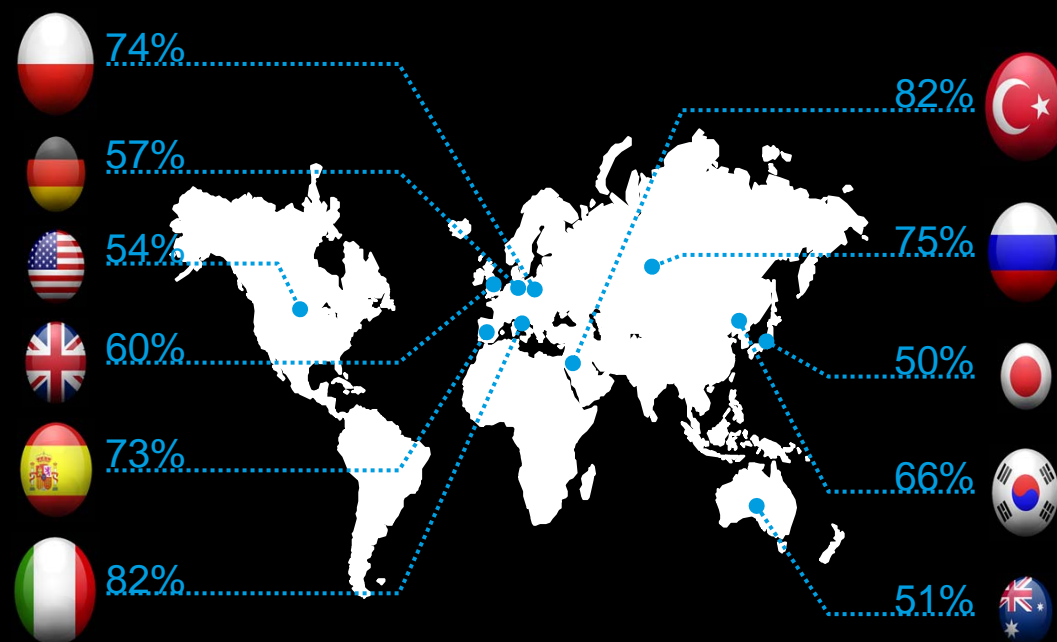
Sensitive facial skin for men

A global phenomenon on the rise

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Three out of five



○ Global study with 3326 men in 2012

Sensitive skin in men

What role does shaving play?



90% of dermatologists:
The choice of shaving products
matters

This is what men do today:

- Take several steps
- Apply cold water after shaving
- Use additional shave care products
- Shave in the evening, rather than in the morning
- Skip shaving altogether

Skin irritation during electrical shaving

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1. The hair and skin penetrates through the holes in the shaving foil
2. The upper layer of the skin is exfoliated



Shaving foil with small holes



Interaction of skin with the knife under shaving foil

Reason for skin irritation: emergence of warmth

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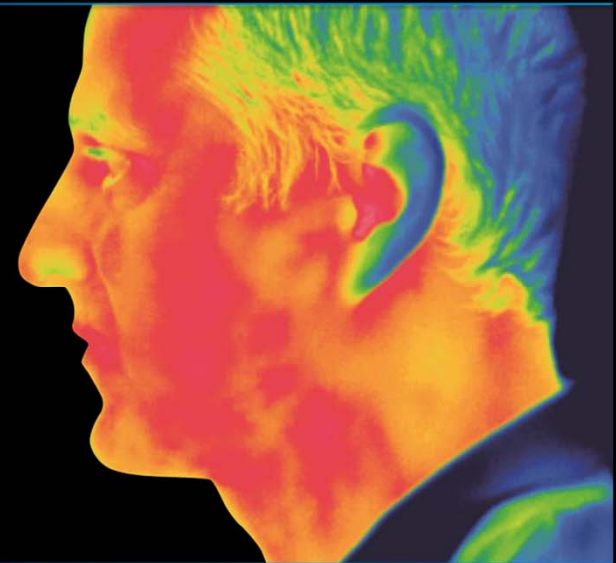
Why does the skin get warm during shaving?

1. Warmth of the body

- Increase of the skin temperature through increased blood flow
- Different warmth of the different skin layers

2. Warmth through friction:

- Close contact of skin to the shaving foil
- Movement of the shaving parts



The solution: The development of a revolution

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From the Idea to Final Product ...



The
IDEA

Product
Idea



FIND
Technical
Concept

Concept



BRING
Technology
into a
Shaver

1st Model



BRING
Technology
into a
„designed“
Shaver

Prototype



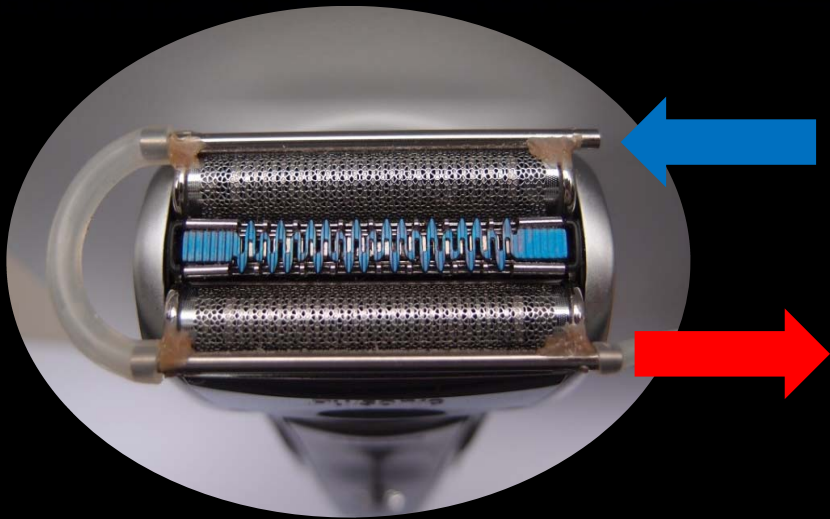
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BRING
Technology
+ Design
and
Producibility
in a Shaver
together

Final Product

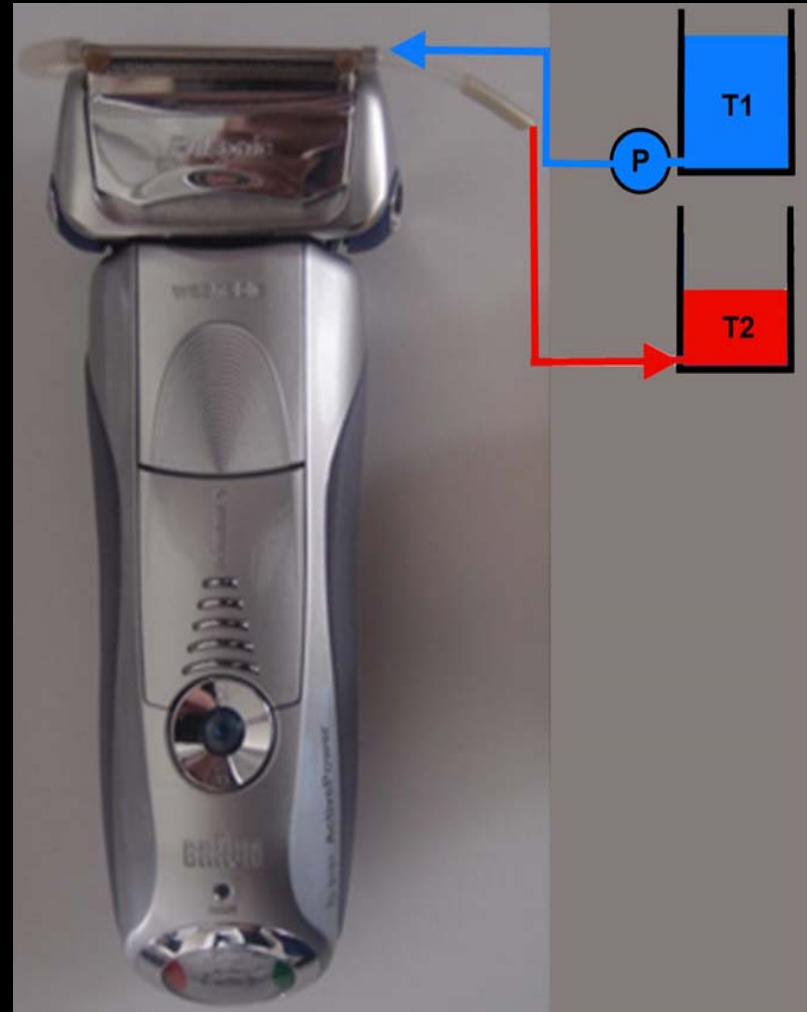
How strong can / should we cool?

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Questions:

- How cold should the shaver head be?
- How cold should the skin be?
- How much energy can we take from the Skin.

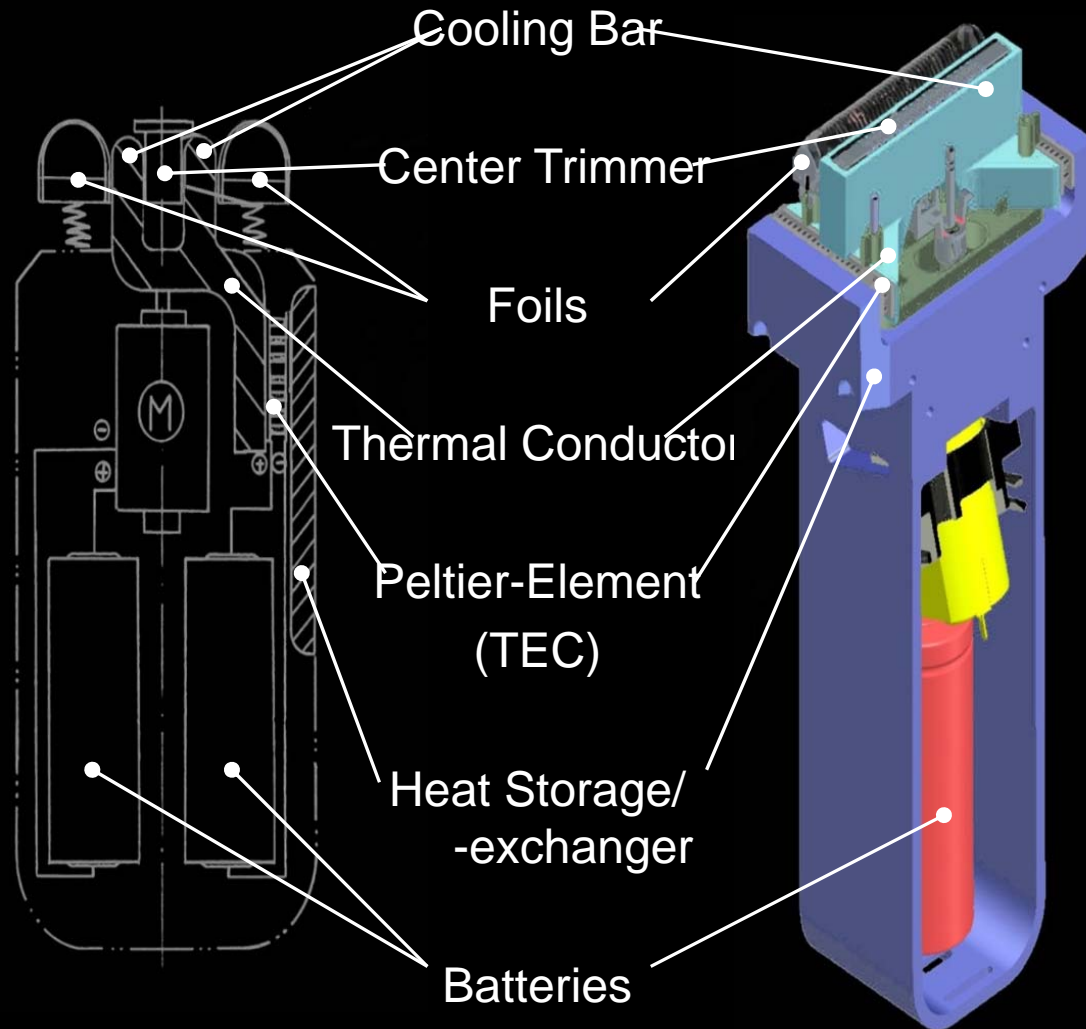


Test-Device with Water-based Cooling System

Shaving + Cooling Function in one Device

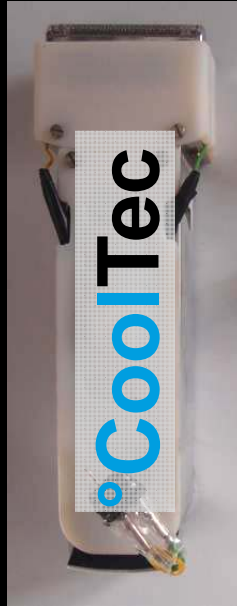
Sub-title: The 1st ugly Sketch

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Parallel Development of Technology & Design

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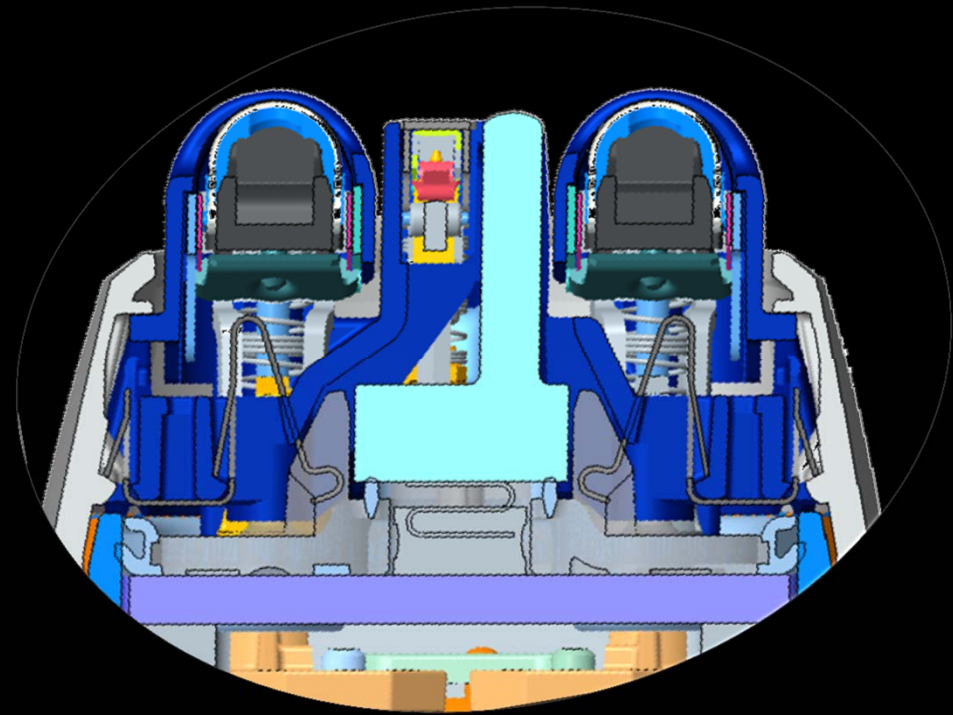
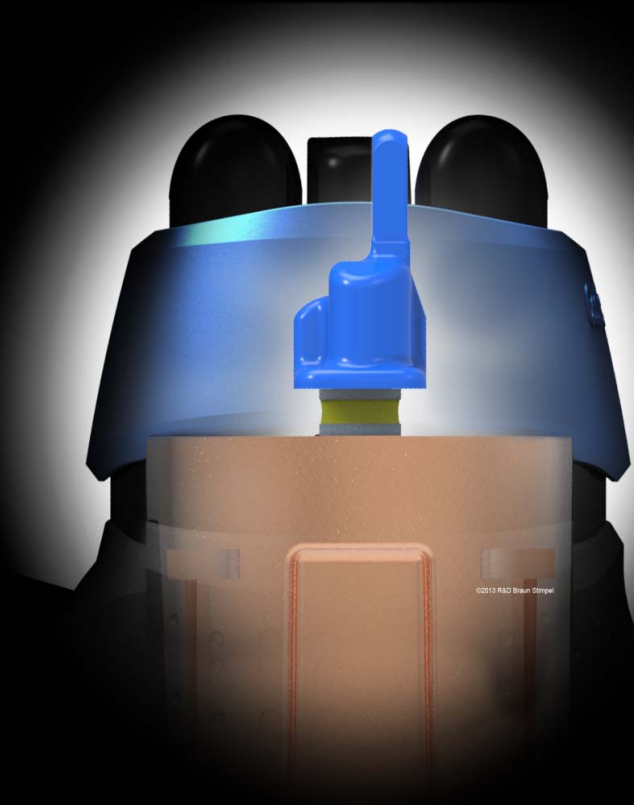
Technical
Functional
Samples



Design Proposals

Merger of Technology & Design

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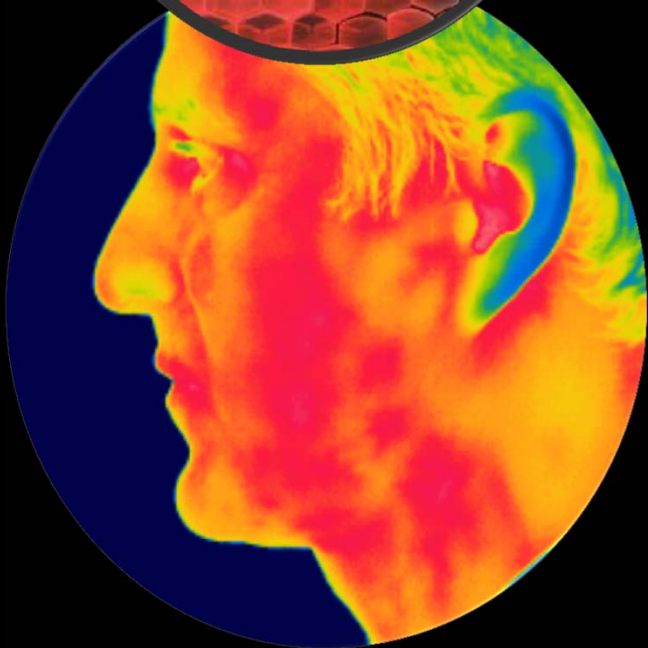
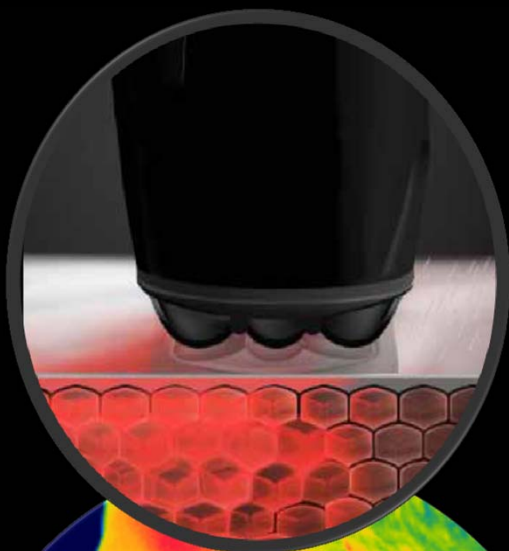


Arrangement of the cooling elements and the electronic structure of the control and monitoring of the cooling

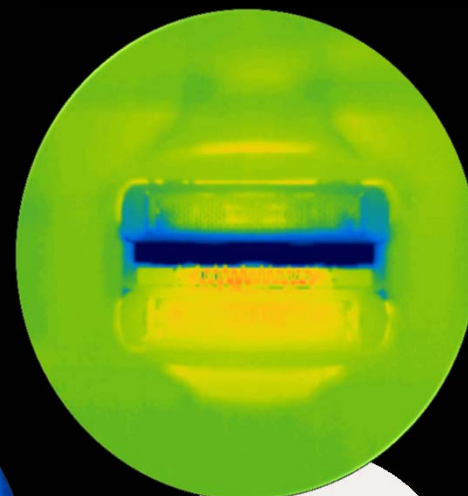
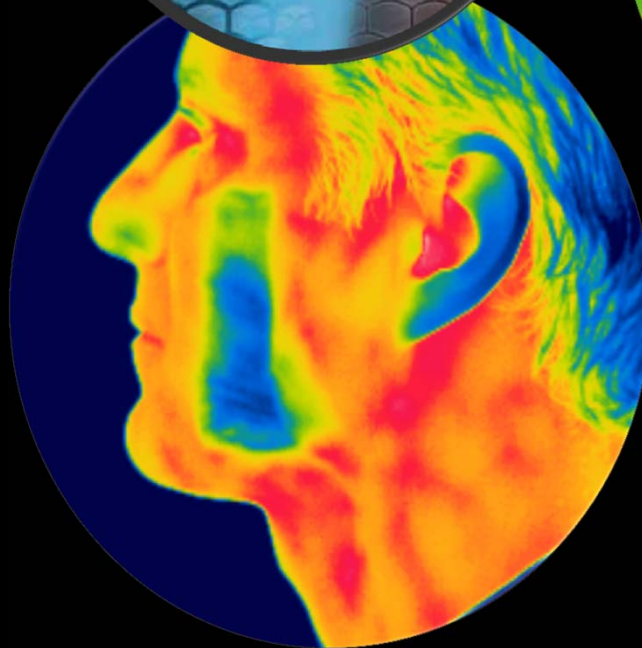
Effects of Cooling during Shaving

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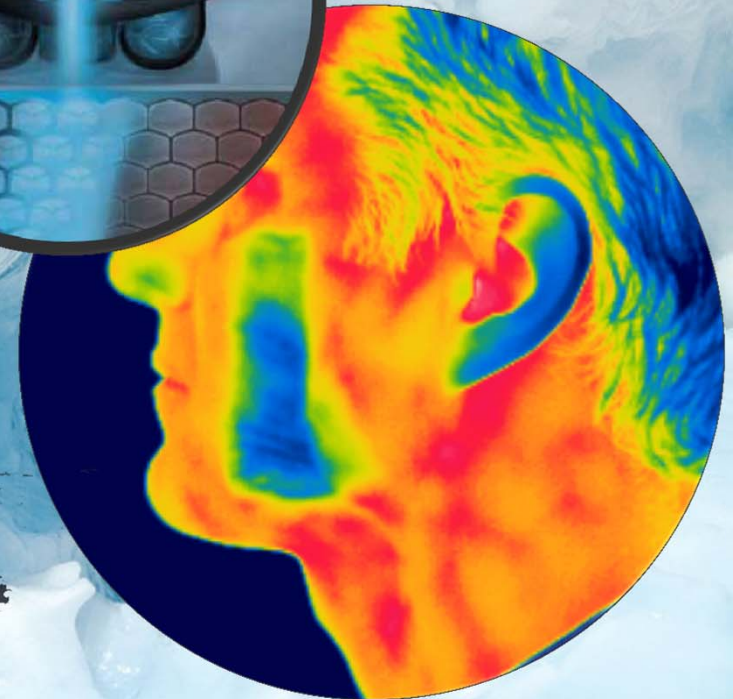
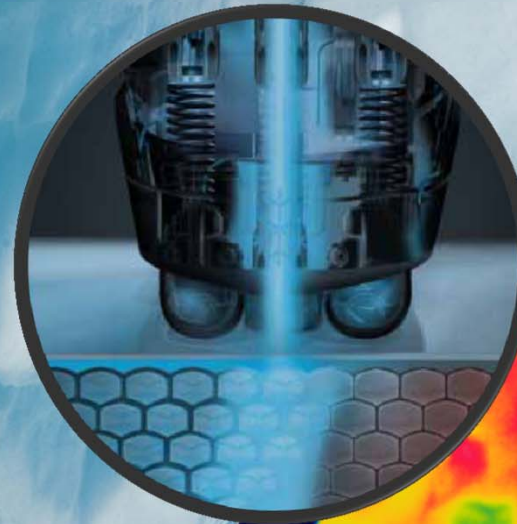
Traditional Shaver



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reddot design award
winner 2013

2008年12月号 大地印象
摄影 photo: nick cobbing
www.huaxia-ng.com

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