



## Press Information

IFA GPC 2019

### **Philips unveils new Shaver series 7000, the world's first personalized and AI-powered shaving solution**

**Berlin, Germany** – [Royal Philips](#) (NYSE: PHG, AEX: PHIA), a global leader in health technology, is demonstrating its commitment to delivering innovations and services that support consumers in their quest for healthy living. Decades of experience and insights into the personal care category have enabled Philips to be at the forefront of personalization in personal care, delivering smart propositions that provide personalized plans and guidance.

“Everyone has different personal care routines, and that’s why we have created smart propositions that provide tailored plans, as unique as the individuals using them. Smart solutions and connected devices can help to optimize each individual’s daily routine, whether that includes providing advice on how to tackle a particular skin issue when shaving, or how to better take care for your hair and skin”, said Jack van Strien, Business Group Leader Personal Care at Royal Philips.

#### **Philips AI-powered Shaver series 7000**

The Philips Shaver series 7000 is the world’s first personalized and AI-powered shaving solution for sensitive skin and provides a personal shave plan based on each man’s individual shaving technique. Featuring GuidedShave technology which is powered by an Adaptive Intelligence algorithm and unique sensor, it tracks the user’s technique and provides real-time personalized guidance via a connected app. Co-developed with leading dermatologists, users receive pre-emptive tips based on past shaving routines, skin issues and skin sensitivity, helping each individual feel their best, every day.

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#### **About Royal Philips**

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health

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informatics, as well as in consumer health and home care. Philips generated 2018 sales of EUR 18.1 billion and employs approximately 77,000 employees with sales and services in more than 100 countries. News about Philips can be found at [www.philips.com/newscenter](http://www.philips.com/newscenter).