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**Panasonic Introduces the New Compact Wet/Dry 5-Blade Shaver ES-CV51**

**for Fast, Powerful Everyday Shaving**

* New five-blade cutting system for an extremely close shave
* 30˚ nano-polished inner blade for hard to reach areas
* Ultra-fast linear motor Drive loses no power and misses no hairs

**Berlin, Germany (30th August 2017)** – As wet and dry shavers prove increasingly popular due to their convenience and versatility, Panasonic introduces the new compact shaver ES-CV51 for fast, efficient shaving at home or on the road, whatever your styling preference. With its five-blade cutting system and high-speed linear motor, the new compact-sized shaver delivers more power and precision for smoother post-shave skin, wherever you are.

**Ultra-fast linear motor for an ultra-fast shave**

For most men, shaving is a key part of their grooming routine so choosing the right tool is an important lifestyle decision. What most men need is a shaver that will get the job done when the clock is ticking but still give you a first class, barber-like experience.

With the new shaver from Panasonic, the linear motor drives the blades at an exceptionally fast rate of 14,000 cycles per minute (CPM) with continuous high power until you finish shaving. This means you can enjoy a smooth, close shave with no loss of power to the very end - even when cutting in places where your beard is dense.

**New five-Blade cutting system for close, sharp shaving**

Featuring outstanding Japanese blade technology, the new Panasonic ES-CV51 shaver ensures an incredibly close shave, designed to tackle even the most stubborn of beards. Superior cutting performance is ensured thanks to the linear motor and sharp nano-polished blades, fine-tuned to an acute 30-degree angle, which cut hair even at the base, so you can rest assured nothing is missed.

Whether your beard is tough, flat-lying or stubble based, the five-blade system provides fast, clean cutting whatever your look. Even under the chin, round-shaped outer foils of multi-fit arc blades fit uniformly against the skin for a close shave over the entire surface. The comb blade precisely captures long whiskers lying flat under the jaw and on the throat, and the finishing foil captures those stubborn beard hairs, for a supremely close, precise shave.

**Convenient features for optimal shaving results**

The benefit of the wet/dry shaver is you can groom however you want. In the shower with water and gel or just go for a comfy dry cut – ultimately it gives you more flexibility through a convenient dry or refreshing wet shave. With the ES-CV51, the Shaving Sensor automatically detects beard density and adjusts cutting power accordingly. At the same time, smooth sliders help blades glide over the skin to reduce friction, so whether you’re styling designer stubble or a simple clean shave you can shape your facial hair without the scrapes, cuts and irritation to your skin.

So, whatever your grooming requirements and shaving preferences – wet or dry, the ES-CV51 offers an extremely fast, luxury experience at home or while you are travelling. Not only can you achieve the precision of a professional, but the new compact shaver will prove cost effective in the long run saving on barber visits and ultimately your time.

**Wet/Dry 5-Blade Compact Shaver**

**ES-CV51**

• High-class metal design

• Smooth slider

• Shaving sensor

• Fast 14,000 cpm / Direct linear motor

• 30° Nano polished blades

• Multi-fit arc blades

• Pop-up trimmer

• Acute 45° trimmer blade

• 3 LED battery capacity / Charge

status lamp

• Up to 45 minutes of cordless

shaving

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