

PHILIPS

Male Grooming AOP 2025

Jordan Fernandes

Male Grooming

05/11/2024

innovation  you



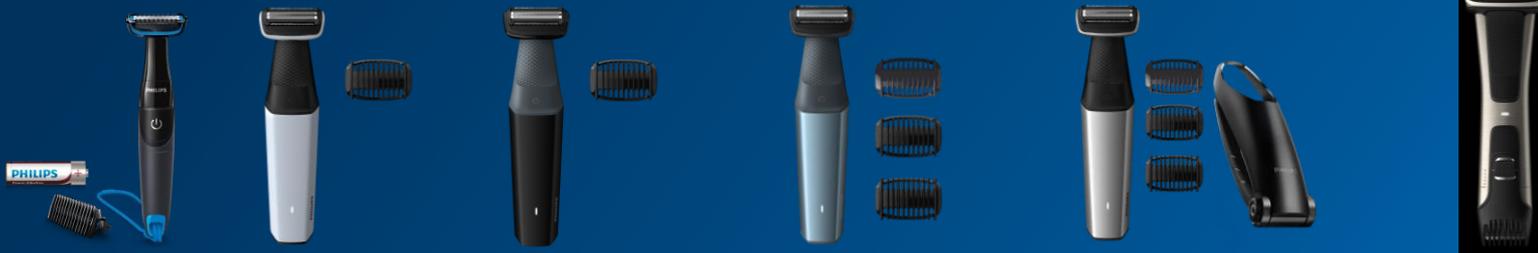
Body Grooming

Philips Bodygroom Portfolio



Body

Phase-In Jan'24



SKU	BG1024/16	BG3007/01	BG3017/01	BG3027/03	BG5021/15	BG7025/13
Features :		Trader Offline Exclusive	Online Exclusive	Online Exclusive		
Number of combs & length: Cutter Width:	1 fixed length setting 32 mm	1 comb (3mm) 32 mm	1 comb (3mm) 32 mm	3 combs (3,5,7mm)	2 body combs (3,5mm) Comb (2mm)	2D pivoting head
Design: Cutting/Shaving Element: Wet & Dry: Run Time: Charging Time: Battery Type/Corded/less: Accessories	Ergonomic Grip & Handling Bi-directional trimmer + Skin protection system & comfort in sensitive areas Showerproof Up to 2 months - AA batteries / Cordless Use Shower cord + AA included	Ergonomic Grip & Handling Hypoallergenic SFS Showerproof 40 mins 8 hrs. NiMH / Cordless Use USB-A	Ergonomic Grip & Handling Hypoallergenic SFS Showerproof 45 mins 8 hrs. NiMH / Cordless Use USB-A	Ergonomic Grip & Handling Hypoallergenic SFS Showerproof 60 mins 8hrs Li-ion / Cordless Use USB-A Soft pouch	Ergonomic Grip Hypoallergenic SFS Showerproof 120 mins 1 hrs. (5min quick charge) Li-ion/ Cordless Use Back handle attachment USB A	Ergonomic Grip & Handling 1-5mm trimming head Showerproof 80 mins 1 hrs. Li-ion/ Cordless Use Cleaning Brush Storage Pouch

Philips Body grooming 2025

Maximum skin comfort & closeness, thanks to superior cutting technologies

Unique skin-friendly blades

Safe, fast trim



High performance steel blades

to achieve results in few passes



Rounded comfort tips

glide smoothly over your skin for superior skin safety



Triple Protection System

for ultimate skin comfort while shaving close

Flexible shaver head

Close, yet skin-friendly shave



2-direction FlexHead

adjusts to your body's curves

The unique combination of having a contour following shaver head & OptiLight functionality allows us to stand out vs. competition...

Foil body shaver ✗

Light assistance ✗

Contour-following head ✗

Foil body shaver ✓

Light assistance ✓

Contour-following head ✗

Foil body shaver ✓

Light assistance ✓

Contour-following head ✓



Gillette Intimate i5



Manscaped 5.0



Philips BG7000



The new packaging identity brings clear navigation and product information to our consumers, bringing a clear structure

Philips Shape

Technology visualization

WoW + Sub-wow

Accessories + Battery runtime



Translation text

Tech visualization area (it can host up to 4 elements)

What's in the box area.



*Headline will read 'Body' in growth region

Philips Bodygroom Portfolio

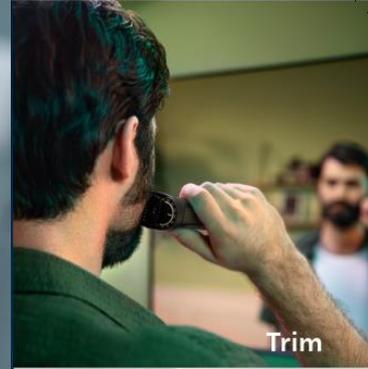


Body



SKU	BG1024/16	BG3470/15	BG3480/15	BG3485/15	BG5475/15	BG7485/15
Features : Number of combs & length: Cutter Width: Design: Cutting/Shaving Element: Wet & Dry: Run Time: Charging Time: Battery Type/Corded/less: Accessories	1 fixed length setting 32 mm Ergonomic Grip & Handling Bi-directional trimmer + Skin protection system & comfort in sensitive areas Showerproof Up to 2 months - AA batteries / Cordless Use Shower cord + AA included	Offline Exclusive 1 comb (3mm) 32 mm Ergonomic Grip & Handling Hypoallergenic SFS Showerproof 60 mins 8 hrs. NiMH / Cordless Use USB-A	Online Exclusive 1 comb (3mm) 32 mm Ergonomic Grip & Handling Hypoallergenic SFS Showerproof 80 mins 8 hrs. NiMH / Cordless Use USB-A	Online Exclusive 3 combs (3,5,7mm) Ergonomic Grip & Handling Hypoallergenic SFS Showerproof 80 mins 8hrs Li-ion / Cordless Use USB-A Soft pouch	2 body combs (3,5mm) Comb (2mm) - Ergonomic Grip Hypoallergenic SFS Showerproof 120 mins 1 hrs. (5min quick charge) Li-ion/ Cordless Use Back handle attachment USB A	2D pivoting head Ergonomic Grip & Handling 1mm Intimate comb 1-3mm Precision comb 3-7mm Pivoting comb Showerproof 120 mins 1 hrs. Li-ion/ Cordless Use Cleaning Brush Storage Pouch

Multigroom



Philips Multigroom 3000 series **Phase out July**



The entire range will have a
makeover
RDC August 2025

SKU	MG3710/33	MG3720/33	MG3747/13
Features : Number of tools: Number of combs & length:	6-in-1 2 stubble (1,2mm) 2 beard (3,5mm)	7-in-1 5 combs (1,2,3,5,9mm) Nose/Ear Trimmer	9-in-1 2 stubble (1,2mm) 3 hair (9,12,16mm) Adjustable Beard Comb 1 body comb Nose/Ear Trimmer
Design: Cutting System: Wet & Dry: Run Time: Charging Time: Battery Type: Accessories:	- Self-sharpening blades Rinseable attachments 60 mins 16 hrs. NiMH Cleaning Brush Storage Pouch	- Self-sharpening blades Rinseable attachments 60 mins 16 hrs. NiMH Cleaning Brush Storage Pouch	- Self-sharpening blades Rinseable attachments 70 mins 16 hrs. NiMH Cleaning Brush Storage Pouch

Welcome the new AiO Series 3000



NEW

Blades with rounded tips

Long-lasting self-sharpening blades



NEW

Slim, ergonomic handle silhouette

NEW

Generous power grip back pattern



NEW

Battery indicator

Plastic Free Pack



Up to 90 min runtime

Washable blades

2+3 year warranty



1: Vs predecessor

The new packaging identity brings clear navigation and product information to our consumers, and it has a clear structure ...

Philips Shape

Technology visualization

WoW + Sub-wow

Accessories + Length settings + Batter runtime



Translation text

Tech visualization area (it can host up to 4 elements)

What's in the box area.

Philips Multigroom 3000 series Phase In August 2025



Face + Hair + Nose/Ear



Face/Hair/Nose/Ear



Face/Hair/Nose/Ear/Body



SKU

MG3920/33

MG3930/15

MG3940/53

Features :

Number of tools:
Number
of combs & length:

7 in 1
1x stubble comb (1mm)
3x beard (3, 5, 7mm)
1x hair comb (12mm)
Nose trimmer
Blades with rounded tips

7 in 1
2x stubble combs (1, 2 mm)
1x adj. combs (3-7mm)
2x hair comb (12, 16 mm)
Nose trimmer
Blades with rounded tips

8-in-1
2x stubble comb (1-2 mm)
1x adj. comb (3-7 mm)
2x hair comb (12, 16 mm)
1x body comb (3mm)
Nose Trimmer
Blades with rounded tips

Design:
Cutting System:
Wet & Dry:
Run Time:
Charging Time:
Battery Type:
Accessories:

-
Self-sharpening blades
Rinseable attachments
60 mins
8 hrs.
NiMH
Cleaning Brush
Storage Pouch

-
Self-sharpening blades
Rinseable attachments
60 mins
8 hrs.
NiMH
Cleaning Brush
Storage Pouch

-
Self-sharpening blades
Rinseable attachments
70 mins
8 hrs.
NiMH
Cleaning Brush
Storage Pouch

Philips Multigroom 5000-9000 series



Hair + Face + Nose/Ear/Body



Hair/Face/Nose/Ear/Eyebrow/Body



Hair/Face/Nose/Ear/Body/Eyebrow/OB



SKU

MG5930/15

MG7920/15

MG9553/15

Features :

Number of tools:
Number
of combs & length:

11-in-1
2 stubble (1,2mm)
3 hair (9,12,16mm)
1 pivot (3-7mm)
1 body (3mm)
Nose/Ear Trimmer
11 setting (0.5-16mm)

Ergonomic rubber grip + Stainless steel blades
Self-sharpening blades + Beard Sense Technology
Showerproof

120 mins
1 hrs. (5min quick charge)
Li-ion / Cordless Use / USB-A
Soft pouch (non-woven)
Cleaning Brush

Design:
Cutting System:
Wet & Dry:
Run Time:
Charging Time:
Battery Type:
Accessories:

Number of tools:
Number
of combs & length:

13-in-1
3 hair (9,12,16mm)
1 pivoting (3-7mm)
2 body (3,5mm)
1 eyebrow comb
Nose/Ear + Detail Trimmer
19 setting (0.5-16mm)
Plastic Trimmer

Self-sharpening blades + Beard Sense Technology
Showerproof
120 mins
1 hrs.

Li-ion / Cordless Use / USB-A
Soft pouch (woven)
Cleaning Brush

20-in-1
1 Precision trimming comb
3 pivot (3-20mm) + 2 body (3,5mm)
2 fading hair (41mm – L+R)
4 hair (41mm – 4,9,12,16)
Eyebrow comb +
OneBlade handle + blade (face)
27 setting (0.2-20mm)
Stainless steel handle

Self-sharpening blades + Beard Sense Technology
Showerproof
120 mins
1 hrs.

Li-ion / Cordless Use / USB-A
Large soft pouch with zipper
Protective cap + Cleaning Brush

Beard Trimmers



Philips Beard Trimmer Portfolio **Phase out July 25**



Face



SKU

BT3208/13

BT3232/15

BT5502/13

BT9810/13

Features :

Number of combs & length

10 integrated setting
(0.5-10mm)

40 length setting
(0.4-20mm)
Easy Grip + Zoom Wheel
Titanium blades + Lift & Trim system
Rinseable blades
60 mins

40 length setting
(0.4-20mm)
+ Long beard comb
by 0.2mm

30 length setting
(0.4-10mm)
+ Click-on long beard comb
by 0.2mm

Precision size:

By 1mm

Cutter Width:

32mm

Design:
Cutting System:

Ergonomic Easy Grip
Stainless steel blades

1 hrs. / 4x longer battery
NiMH / Corded & Cordless Use
Cleaning Brush
Storage Pouch

Zoom Wheel
Stainless steel blades + Lift & Trim
system
Fully Washable
90 mins

Zoom Wheel
Full metal blades + Steel Precision
Waterproof
120 mins

Wet & Dry:
Run Time:
Charging Time:

Dry cleaning with brush
45 mins
10 hrs.

1 hr. (5min quick charge)
NiMH / Corded & Cordless Use
Storage Pouch

1 hr. (5min quick charge)
Li-ion / Corded & Cordless Use
Travel case

Battery Type / Corded/less:
Accessories

NiMH / Cordless Use
Cleaning Brush

BT1233 vs. BT1232



CTN	BT1232	BT1233
RRP	79 SAR*	99 SAR
Cutting system	Stainless steel blades	Stainless steel blades
Cleaning	Rinseable attachments	No
Battery	8hrs full charge, 30 mins runtime	8hrs full charge, 45 mins runtime
Material & Finishing	Plastic finishing	Plastic finishing
Accessories	Combs x3 (Skin protect 0mm, 3mm,7mm, Cleaning brush,USB-A cable	Cleaning brush, Soft pouch, 3 pin Adapter

Consumer price may vary according to local conditions. price is at the sole discretion of the retailer

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Philips BT7000

Philips BT7000 | Maximum precision & sharp edge with minimum effort

R2R compliant ✓



"To look good, I want to have a sharp, even beard. While I'm able to achieve my signature style with my current tools, but the hair mess left behind is annoying and takes too much time and hassle. As I don't really enjoy grooming, I wish there was a solution to get my precise signature style with minimum effort."



RRP AED 299

- 100% waterproof
- BLI
- 120 min runtime
- /1 h charge
- Detail trimmer/charging stand
- USB-A (adapter not included)



Self-sharpening steel blades
Stainless steel blades remain sharp as day one for long lasting performance. No oil required.



Frustration-free trimming with **detachable innovative hair collector**, designed to catch hair while you trim



BeardSense technology
Philips Beardtrimmer scans beard density 125x per second and boosts power exactly when you need it to tackle dense, bushy or longer beards.



Extra wide blade
Provides sharp and clear lines for perfect beard

Philips Beard Trimmer Portfolio Phase in August 2025



RDC TBC



SKU	BT1232/13	BT3617/13	BT3665/15	BT5780/13	BT7670/13
# of lengths # of combs	3 3x (Skin protect 0mm, 3mm,7mm)	20 length setting 1 (0.5-10mm)	40 length setting 2 (0.5-10mm) (10-20mm)	40 length setting 2 (0.5-10mm) (10-20mm) Fading combs	40 length setting 2 (0.5-10mm) (10-20mm) Fading combs Detailing trimmer Full metal guard
Cutter element:	Plastic/metal	Plastic/metal	Full metal guard	Full metal guard Innovation: Hair collection attachment	Full metal guard 41mm cutting element Innovation: Hair collection attachment
Cutting System:	SS Self Sharpening blades				
Wet & Dry:	Dry	Waterproof	Waterproof	Waterproof	Waterproof
Run Time:	30 mins	60 mins	80 mins	100 mins	120 mins
Charging Time:	8hrs	4 hrs.	4 hrs.	5min QC/1 hr	5min QC/1 hr
Battery Type / Corded/less:	Cordless	Corded & Cordless Use	Corded & Cordless Use	Corded & Cordless Use	Corded & Cordless Use
Accessories	-	-	Cleaning Brush	Cleaning Brush	Cleaning Brush/ Charging stand
Storage pouch	-	-	Yes	Yes	Yes

Shavers



Shavers Strategy



Use compact shaver to target first time electric & compact shavers



Head shaving
Versatility



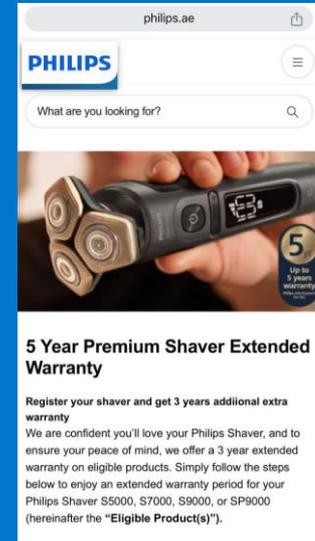
E2E range/value proposition



Complete Range for all price points

Options for channelization

Superiority through extended warranty



New shaver innovation: Premium Compact Shaver



5 Posts	518k Estimated impressions	314k Estimated reach	42k Instagram likes	303k Instagram views
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anandraman... 496k followers
8.1% engagement CPE ~\$0

FILIPINO
SELLING SHAVER IN

40k ❤️ 326 💬 292k 👁️ 487k ▶️
487k est. Impressions 292k est. Reach

anandraman_ selling shaver in different accents You cant go wrong with the Philips 3000! It has everything you could want in a shaver in one @philipsmiddleeast a month ago

shahzaib_m... 71k followers
1.9% engagement CPE ~\$0

1.3k ❤️ 36 💬 3.5k 👁️ -▶️
17k est. Impressions 3.5k est. Reach

shahzaib_maqbool Confidence starts with a clean shave. Get the perfect finish with the S3144—sharp, consistent, and made for face and head shaving. 🤪 2 in 1 shaver... 12 days ago

thaer_altu... 65k followers
1.0% engagement CPE ~\$0

603 ❤️ 26 💬 5.5k 👁️ -▶️
7.9k est. Impressions 5.5k est. Reach

thaer_alturk Confidence starts with a clean shave. Get the perfect finish with the S3144—sharp, consistent, and made for face and head shaving. 2 in 1 shaver from the world'... 12 days ago

mirzazadeh 15k followers
3.9% engagement CPE ~\$0

526 ❤️ 40 💬 1.3k 👁️ 4.0k ▶️
4.0k est. Impressions 1.3k est. Reach

mirzazadeh Confidence starts with a clean shave. Get the perfect finish with the S3144—sharp, consistent, and made for face and head shaving. 2 in 1 shaver from the world'... 12 days ago

Locally created POS to highlight the claim

PQ206/18 Compact/Travel shaver



RRP: SAR 79



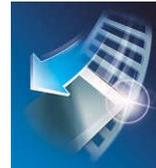
Comfortable close shave

Imported shaving head gives you comfortably close shaving experience



Follows the contours of your face.

Align the razor sharp blades of the Philips shaver closer to your skin for exceptional closeness; the independently floating heads follow the curves of your face.



Self sharpening blades

Self-sharpening blades give long lasting for up to two years..



Battery powered

Up to 60 minutes cordless shave

Product views





Philips Norelco

Compact Shaver

New shaver innovation: Premium Compact Shaver



New shaver innovation: Premium Compact Shaver



Close shave any time, anywhere



Comfortable, clean shave
ComfortCut self-sharpening blades with 37,000+ cutting actions per minute



Follow the contours of your face for a smooth shave
3D Floating heads



2 months of battery life on a single charge*
Powerful motor & battery



IPX7 water-resistant: showerproof and fully washable
Wet & Dry

Premium design

Black with silver accents
Leather travel pouch



Wet & Dry



1H charging for 60min



5Min Fast Charging

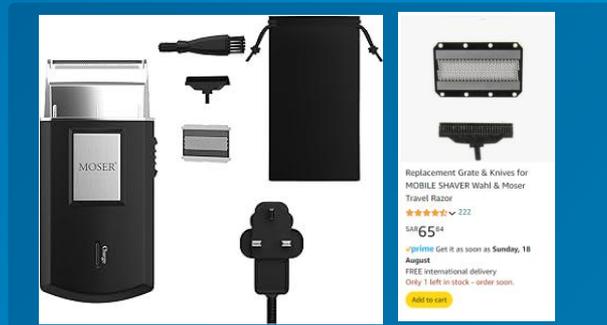


USB Charging

Launching Q1 '25 (ME) RRP: 199 AED/SAR

ETA: February 2025

PQ888 vs. MOSER 3615



CTN	PQ888	MOSER 3615
RRP	199 AED*	99 AED
Shaving system	ComfortCut blades (SH30)	Foil shaving system
Shaver Head	3D Flex & Float	Soft shaving Foil
Wet & Dry	Yes	No
Waterproof	Yes, IPX7 (1 meter for 30 minutes)	No
Battery	5 mins QC, 60min full charge, 50 mins runtime	8hrs full charge, 45 mins runtime
Material & Finishing	Metallic finishing	Plastic finishing
Accessories	Leather travel pouch, P-cap, USB-cable	Cleaning brush, Soft pouch, 3 pin Adapter

Consumer price may vary according to local conditions. price is at the sole discretion of the retailer

Philips Shaver Portfolio – Low & Mid End 1000-3000 Series



SKU	PQ206/18	S1151/00	PQ888/06	X3021/00	X3063/00	S3144/00
Features :						
Contour following: Shaving System:	2-direction Flex head 27 Comfort Cut blades System	3-direction Flex head 27 Comfort Cut blades System	5-direction Pivot/Flex head 27 Power Cut blades System			
Self-sharpening blades:	Yes	Yes	Yes	Yes + Skin Protection System Yes	Yes + Skin Protection System Yes	Yes + Skin Protection System Yes
Pop-up Trimmer:	-	-	-	-	-	-
Design:	Ergonomic grip	Ergonomic grip	-	Ergonomic grip	Ergonomic grip	Non-slip rubber handle
Wet & Dry:	Dry	Wet or Dry	Wet or Dry	Wet or Dry	Wet or Dry	Wet or Dry
Run Time:	60 mins	40 mins (13shaves)	60 mins (20shaves)	40 mins (14shaves)	45 mins (15shaves)	60 mins (20shaves)
Charging Time:	-	8 hrs.	1hr (5mins quick charge)	1hr (5mins QC)	1 hrs. (5mins QC)	1hr (5mins QC)
Battery Type:	2x AA-Battery	NiMH/Cordless	Li-ion/Cordless	Li-ion/Cordless	NiMH/Cordless	Li-ion/Cordless
Accessories:	Protective cap	Protective cap USB-A				

Philips Shaver Portfolio – Mid End 5000-7000 Series



SKU

S5885/10

S5887/10

S7885/50

S7886/35

Features :

Contour following:
Shaving System:

360-D Flexing head +
SkinIQ Technology
45 Steel Precision blades

360-D Flexing head + SkinIQ
Technology
45 Steel Precision blades

360-D Flexing head +
SkinIQ Technology

45 Steel Precision blades

360-D Flexing head +
SkinIQ Technology

45 Steel Precision blades

Self-sharpening
blades:

Yes
Yes (Integrated)

Yes
Yes (Integrated)

Yes + Motion control indicator
Yes (Integrated) + GroomTribe

Yes + Motion control indicator
Yes (Integrated) + GroomTribe

Pop-up Trimmer:

Rubber grip + Angular
shaving head

Rubber grip + Angular shaving
head

Rubber grip + Angular shaving
head

Rubber grip + Angular shaving
head

Design:

Wet & Dry:

Run Time:

Charging Time:

1 hrs. (5min quick
charge)

Wet & Dry
60 mins

1 hrs. (5min quick charge)
Li-ion/Cordless

1 hrs. (5min quick charge)
Li-ion/Cordless

Battery Type:

Accessories:

Li-ion/Cordless
Cleaning Brush
Soft pouch + Protective cap /
USB-A cable

Li-ion/Cordless
Cleaning Brush
Soft pouch + Protective cap
USB-A cable

Quick Clean Pod + 1 Cartridge
Travel Case+USB-A cable

Travel Case+USB-A cable



High End shaver Update



Our most premium design

Designed for quality to last.



i9000

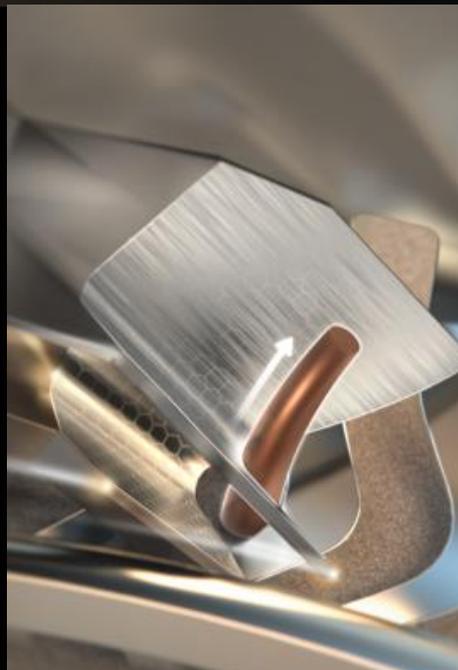
Prestige Ultra

The new i9000 Prestige Ultra with SkinIQ Pro technology

Philips' Best – Day-long close shave, ultimate skin comfort



#1 premium design
for handle & accessories



Root-level close shave
-0.08mm
Triple Action Lift & Cut system



Even in hard-to-shave areas
+20% improved precision



Most personalized shave
Shaving modes, AI Skin analytics

A close-up photograph of a safety razor shaving a person's leg. The razor is positioned vertically, with its head at the top and the handle extending downwards. The shaving head is in contact with the skin, and a thin layer of shaving foam is visible. The background is a blurred, light-colored surface, likely the person's leg. The text is overlaid on the left side of the image.

Day long close shave
For the first time cutting
-0.08 mm
below skin level

Philips Shaver Portfolio – High end 9000 Series



SKU

X9002/35

XP9202/10

XP9404/31

Features :

Shaving head:

Shaving System:

Pressure sensor

Shaving guidance

Via App:

User Interface:

Wet & Dry:

Run Time:

Charging Time:

Battery Type:

Accessories:

360D UltraPrecision head

NanoTech DualPrecision blades
with Triple Active lift & cut

N/A

Icon display

Wet & Dry

60 mins

1 hrs. (5min quick charge)

Li-ion/Cordless

Cleaning Brush

Travel Case / Charging Stand +

USB-A cable

360D UltraPrecision head

NanoTech DualPrecision blades
with Triple Active lift & cut

Pressure guard

Active shaving coaching

B/W OLED display

Wet & Dry

60 mins

1 hrs. (5min quick charge)

Li-ion/Cordless

Charging stand

USB-A cable

Standard pouch

360 D Nanotech

UltraPrecision head

NanoTech DualPrecision blades
with Triple Active lift & cut

Advanced SkinIQ light guidance

Active shaving coaching

Advanced Colour OLED

60 mins

1 hrs. (5min quick charge)

Li-ion/Cordless

Quick Clean Next gen Pod

Charging stand

Click on beard trimmer

Premium Travel case



OneBlade

Philips One Blade Portfolio



Face



Face & Body



RRP
299

Phase-In Apr'25

SKU	QP1424/10	QP2724/10	QP2724/20	QP2824/10	QP6542/10
Features :					
Performance:	Trim, edge & shave Dual protection system	Trim, edge & shave Dual protection system			
Shaving System:	Contour-following technology	Contour-following technology	Contour-following technology	Contour-following technology	Contour-following technology
Trimming System:	2 stubble (1,3mm)	3 stubble (1,3,5mm)	5-in-1 adjustable comb	3 stubble (1,3,5mm) Click-on skin/body comb	14 in 1 BT comb (0.4-10mm) Click-on skin guard /body comb
Combs:					
Design:	Ergonomic grip	Ergonomic grip	Ergonomic grip	Ergonomic grip	Ergonomic grip & handling
Cutting System:	Dual-sided blade	Dual-sided blade	Dual-sided blade	Dual-sided blade	Dual-sided blade
Wet & Dry:	Wet & Dry	Wet & Dry	Wet & Dry	Wet & Dry	Wet & Dry
Run Time:	30mins	45mins	45mins	45mins	90`mins
Charging Time:	8 hrs. / Rechargeable	8 hrs. / Rechargeable	8 hrs. / Rechargeable	8 hrs. / Rechargeable	1 hrs. / Rechargeable
Battery Type:	Ni-MH	Ni-MH	Ni-MH	Ni-MH	Li-ion
Accessories:	Storage cap USB-A	Storage cap USB-A	Storage cap USB-A	Storage cap USB-A	Storage cap USB-A

Philips OneBlade Spare Blades

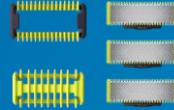


Face

Face & Body



March'25



SKU

QP210/51

QP220/51

QP630/51

Features :

Performance:

Trim, edge & shave
2X

Trim, edge & shave
2X

Trim, edge & shave
3X

Shaving System:

-

Dual protection
system + Skin Guard

Trimming

-

Contour-following
technology

System:

-

3mm

Design::

Stainless steel
blade

Stainless steel
blade

Stainless steel blade
Dual-sided blade

Cutting System:

Dual-sided blade

Dual-sided blade

Wet & Dry

Wet & Dry:

Wet & Dry

Wet & Dry

Run Time:

-

-

Charging Time:

-

-

Battery Type:

-

-

Accessories:

*Last up to
4 months

*Last up to
8 months

*Last up to
12 months



Male Grooming Activation Plan



Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

NPI


PQ888


S9000 Shavers
3x SKUS

Body groom (4x replacement 1x New)
BT Xenon (4x replacement)
Multigroom (3x Replacement)

ATL

Multigroom Digital + influencers

One Blade Digital+ Influencers

Bodygroom Digital + Influencers

Bodygroom Digital + Influencers

Multigroom Digital + influencers

Google Always On Google Search & Amazon sponsored ads



