

Press Information

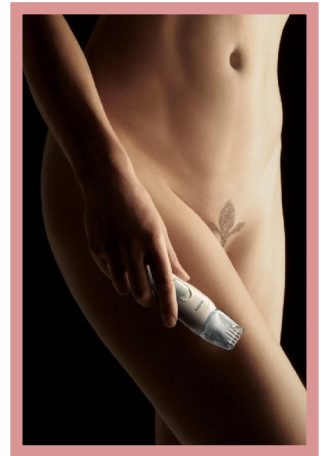
October 2008

Ladies, it's time to Prune your Bush!

Australia – We may not be gifted green fingers, or have time and energy to manage a flower box, but when it comes to our bodies, maintaining a trim bikini is definitely the order of the day. Ladies, don't let your man come face to face with an unkept bush that has been left to run wild!

Today, the perfect bikini area is trim, tidy or even pruned into an eye catching sexy shape. That's why the experts at Philips have developed new BIKINI Perfect a rechargeable total bikini solution and the answer to all your bikini topiary needs.

Lady grooming is now the ultimate in self-styling and yes, we are talking about shaping, sculpting, trimming or completely removing bikini and body hair. To join this style revolution, it is essential to choose a product specifically designed for those sensitive areas – shaving rash is not going to enhance anyone's seduction abilities!



Philips new Bikini Perfect

This is the perfect product for those new to bikini trimming or those wanting to get extra creative! Featuring an ergonomic design for easy handling and two grooming attachments (1. Bikini trimmer, 2. Bikini comb), it is now possible to trim, shape and style the bikini area as the interchangeable heads are small and easily manoeuvrable allowing for great results and creativity in hard to reach areas. The Philips Bikini Perfect HP6371 can be used wet or dry, is rechargeable with one-hour use and features Philips new *Mini-Trim technology

Go-getting gorgeousness with NEW Philips Body Perfect

At last, an all-in-one personal grooming set for total body gorgeousness. Going beyond the bikini zone is the NEW Philips Body Perfect. The NEW Philips Body Perfect combines all the benefits of other grooming products in one product which offers a great flexible and precise hair removal appliance. Featuring Philips new *Mini –Trim technology as well as an ergonomic design for easy handling, Philips Body Perfect comprises six grooming attachments. Brows, face, underarms and bikini line can be now kept fuzz-free in no time:

- Precision Trimmer – For the perfect bikini line
- Bikini Comb – For styling and sculpting the bikini line
- Precision Shaver – For quick, on-the-spot hair removal
- Epilation Head – For long-lasting hair removal
- Micro Trimmer – For fine hairs on the face or brow line
- Eyebrow Comb – For the perfect brushed-through brow

Women can celebrate their femininity and take care of their body in a way that truly exhibits their own personality and style. So, whether you trim or prune your bikini or like to take a bit more care in shaping it, there is no need to mess around with waxes or depilatory creams as the revolutionary Bikini Perfect from Philips trims, shapes and removes!

It's time for women to get their grooming regime perfect, down to the last detail with Philips Bikini Perfect and Philips Body Perfect.

Price and availability

The full range of Philips Lady Grooming will be available through selected retailers in from late October 2008 onwards and the product line up includes;

➤ Body Perfect	HP6379	suggested RP \$99.95
➤ Bikini Perfect	HP6371	suggested RP \$79.95
➤ Satinelle Sonic Massage RC Epilator	HP6511	suggested RP \$139.95
➤ Satinelle Soft Pivot Massage Epilator	HP6409-03	suggested RP \$79.95
➤ Satinelle Soft Epilator	HP2844-01	suggested RP \$49.95

For customer enquiries and stockists call 1300 363 391

* New Mini-trim technology, a patented solution that uses just 4 (instead of 6) parts magnetically rather than spring mounted. The benefits of this new technology are:

- more precision and control
- increased visibility throughout the hair removal process
- most flexible and precise hair removal appliance ever

For further information, images, product samples or product for promotions & competitions please contact:

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About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 128,000 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.