



*Image: Panasonic ES-L690U*

## **Sharper, Smoother, Smarter: Panasonic Elevates the Shaving Experience**

**14 July 2025:** Panasonic redefines precision, power and comfort with its latest 5- and 6-blade electric shavers meticulously engineered and crafted in Japan. The **L690U** Series 1000 PRO and **L580U & L550U** Series 900 PRO models embody the pinnacle of Japanese innovation, offering an unparalleled shaving experience to those who demand nothing but the best.

### **Where precision meets power – a 6-Blade shaver in a class of its own**

The ultimate in shaving excellence, Panasonic's L690U Series state-of-the-art 6-blade system is engineered for superior ergonomics, manoeuvrability and efficiency. With an ultra-fast linear motor delivering a remarkable 84,000 cross-cutting actions per minute, this shaver is designed for those who accept nothing less than the best.

"Every detail is crafted for peak performance, delivering an effortlessly smooth shave. A true statement of luxury and innovation, it sets a new benchmark in men's grooming," says Chasnyn Ousmand, Product Marketing Manager, Personal Care at Panasonic Australia.

The Intelligent Beard Sensor+ makes this Panasonic's most advanced shaver yet, detecting hair density and thickness 233 times per second. It automatically adjusts between boost and soft modes, ensuring optimal efficiency while minimising skin irritation.

Panasonic's Precision Navigation System revolutionises the shaving experience by giving users complete control over the closeness of their shave. Real-time LED indicators guide the process—glowing orange in denser areas and white in lighter ones—while a full-colour LCD display provides insights into shaving performance and beard condition.

## Five blades for a five-star shave

Designed in sleek metallic black, the L580U & L550U Series models deliver premium performance in a streamlined package. With an advanced 5-blade cutting system achieving 70,000 cross-cutting actions per minute, they ensure a close, irritation-free shave. An additional thick stubble blade enhances cutting efficiency, making it perfect for longer beards.

The Intelligent Beard Sensor+ intuitively adjusts shaving power based on beard density, while the flexible 20-direction shaving head seamlessly adapts to facial contours for a smooth, effortless shave.

For those who seek refined shaving efficiency, these models combine durability, power, and precision—ideal for everyday grooming with a touch of sophistication

## Unrivalled craftsmanship, unmatched precision

Panasonic's latest shavers are designed to elevate every aspect of the grooming experience, featuring:

- **Multi-blade cutting system:** Precision-crafted from surgical-grade Japanese stainless steel, the nano-sharpened 30-degree inner blades, durable foils, and individual floating blades work together to deliver an efficient, ultra-close shave with minimal skin irritation. Redesigned finishing blades enhance cutting efficiency by up to 50% compared to previous models.
- **Flexible shaving head:** Adapts effortlessly to facial contours with independent vertical and horizontal movement, ensuring optimal comfort and efficiency.
- **Ultra-fast linear motor:** Maintains peak performance throughout every shave, even when battery levels are low.
- **Premium build quality:** Engineered in Japan with a sleek, ergonomic design, featuring a pop-up trimmer with durable stainless-steel blades for precise detailing.
- **USB Type-C charging:** Ideal for on-the-go convenience.
- **Charging & Cleaning Station:** Automatically cleans, dries, sterilises, and charges the shaver for maximum hygiene and ease of use.
- **IPX7 full-body waterproofing:** Designed for versatile use—dry, with gel or foam, or even in the shower.

With a legacy of precision engineering and an unwavering dedication to quality, **Panasonic's Made-in-Japan shavers represent the gold standard in men's grooming.** Experience a shave that's **sharper, smoother, and smarter**—a testament to Panasonic's commitment to excellence.

The new models are available from Shaver Shop and all participating consumer electronics retailers. The L690U is exclusive to Shaver Shop.

Product	Model Number	Price (RRP)	Release
6-Blade Shaver (Titanium Silver)	L690U Series 1000 PRO (exclusive to Shaver Shop)	\$899	July 2025
5-Blade Shaver (Metallic Black)	L580U Series 900 PRO	\$749	July 2025
5-Blade Shaver (Metallic Black)	L550U Series 900 PRO	\$649	July 2025

MEDIA RELEASE

**Panasonic**

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