

spa-powered solutions



PHILIPS

for immediate relief
new york, ny



what's all the 'buzz'?

Bliss and Philips introduce Bikini Perfect, spa-at-home grooming solutions

Finally...help for the 'hair'-ied! **Bliss** (the celeb-studded spa that's scrubbed, rubbed and waxed its way from Manhattan to W Hotels across the map) and **Philips** (the consumer lifestyle electronics guru) had the hair-brained idea to combine their bodycare brilliance and innovation prowess to fight unwanted fuzz.

The result: **Bikini Perfect**, an 'I can't get to the spa' at-home hair removal kit that pairs a soothing and smoothing spa touch with a sensitive-skin-friendly, super-precise buzz.

Use your favorite **Bikini Perfect** kit (**\$59.99**) wet or dry to go from hair to bare with super precision and less irritation:

Bikini Perfect Deluxe

- **Precision Trimmer** perfectly grooms bikini line with precision and comfort.
- **Precision Comb** ensures even grooming results and adjusts to 5 length settings.
- **Eyebrow Comb** trims entire eyebrow to a uniform length.
- **Micro Trimmer** shapes and defines eyebrows or removes a single hair.
- **Micro Shaver** extra smooth & safe with hypo-allergenic foil.
- **Epilator** removes hair by the root for smooth skin for weeks.
- **Bliss Lemon+Sage Body Butter** smooth skin with a try-size tube of bliss' mega-moisturizing lemon+sage body butter.
- **Bliss Ingrown Hair Eliminating Peeling Pad** an easy-to-use swipe that alleviates intra-follicular lumps and bumps.
- **Beauty Bag** take your glam gear on the go.

available at Ulta, Amazon and other premium retailers

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- **Bliss Lemon+Sage Body Butter** smooth skin with a try-size tube of Bliss' mega-moisturizing lemon+sage body butter.
- **Bliss Ingrown Hair Eliminating Peeling Pads** (5) easy-to-use swipes alleviate intra-follicular lumps and bumps.
- **Bliss Lemon+Sage Body Scrub** exfoliate regularly to help keep bumps at bay with Bliss' lemon+sage body scrub.
- **Beauty Bag** take your glam gear on the go.

available blissworld.com, Bliss catalog and Bliss Spas



bliss. anything less would be stress.

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About Bliss

Founded in 1996, bliss was spotted by beauty-obsessed buzz-makers and quickly massaged its way to the top. There are currently seven bliss spas worldwide: bliss soho, bliss57 and bliss49 (at the W New York) in Manhattan, bliss san francisco (at the W San Francisco), bliss chicago (at the W Chicago-Lakeshore), bliss los angeles (at the W Los Angeles – Westwood), bliss dallas (at the W Dallas – Victory), and blisslondon in the UK. Bliss Atlanta will open at the W Atlanta – Midtown in March 2008 and Bliss Scottsdale will open at the W Scottsdale in June 2008. Bliss bath, body and skincare amenities can be found in room at W Hotels nationwide. Bliss retails its bath, body and skincare lines through its bliss catalog, blissworld.com web site and at international retailers including Bloomingdale's, Harrod's, Harvey Nichols, Neiman Marcus, Saks Fifth Avenue, Selfridge's and Sephora. For more information, visit blissworld.com.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lighting and consumer lifestyle, delivering people-centric, innovative products, services and solutions through the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 123,800 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, as well as lifestyle solutions for personal wellbeing. News from Philips is located at [visit www.philips.com/newscenter](http://www.philips.com/newscenter).

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