




Welcome to The Cool List: introducing the definitive line-up of those gadgets and technological innovations set to shake the modern world

 The tech-savvy modern man is faced with a growing list of daily concerns. The morning routine is no longer confined to a quick bowl of cornflakes. There are any number of things to juggle while prepping for the day, from checking Twitter and email to reading the news headlines.

That leaves little time to get ready. It means the very latest in gadgetry is essential to getting out of the door, looking good and with enough time for a cup of coffee.

Enter the Braun °CoolTec. This advanced piece of grooming kit packs the latest personal

technology into a single dry shaver.

To celebrate its launch, Braun and the Telegraph have teamed up to present The Cool List. Over the coming weeks, you can explore a carefully curated selection of those gadgets and innovations set to revolutionise the modern world over the next decades.

From virtual reality gaming to quantum computing and a high-speed internet network carried by balloons, these are the most exciting technology trends out there.

The Braun °CoolTec features Thermo-Electric Cooling technology (TEC) – more usually found in spacecraft and satellites –

to cool the face, helping to prevent shaving irritation and soothe sensitive skins (as well as sensitive souls) in the morning.

While most shavers get warm with use, Braun's model features an aluminium cooling bar, which actively takes heat away from your skin. When switched on, its temperature can drop by up to 20C (36F) in just two minutes. That means signs of irritation are minimised, without the need to use additional gels or lotions.

What's more, the shaver uses cutting-edge SensoBlade components to capture hairs (whether long, short or sprouting in different directions) and offers a close, comfortable shave.

It's hi-tech stuff. Which is likely why Braun has attracted Formula 1 world champion Sebastian Vettel and Chelsea's José Mourinho as ambassadors. 'I've always been amazed by how much technology goes into Braun shavers,' says Vettel. 'It's like Formula 1 – the latest technology, the finest design and guaranteed durability. But you don't think about the innovation that's gone into it. You just feel comfortable using it.'

That comfort is crucial to the company's message and has earned it endorsement from the Skin Health Alliance (SHA). Dr Marcus Maurer, professor of dermatology and allergy at Berlin's Charité University Hospital, says: 'As shaving aims at cutting hair very close to the skin, mechanical interaction with the upper layers occurs, leading to shaving irritation.

By cooling down the skin during the shaving process, Braun's °CoolTec minimises the appearance of these signs.'

Six years in the making, Braun has packed as much of its technical know-how into this new shaver as possible. The result? A necessary gadget, made better by clever innovation.

● *The Cool List has now begun. To find out more, read about the Braun °CoolTec and for the chance to enter exclusive competitions, visit telegraph.co.uk/thecoollist or follow on Twitter @TheCool_List for updates.*

Why Braun tops The Cool List

- Launched its first dry shaver in 1950, which was heralded as a pioneering achievement in precision engineering
- More than 8,000 innovations patented
- Braun's °CoolTec is the first shaver to feature active cooling technology
- For more than 60 years, a passion for state-of-the-art design has driven Braun to keep reinventing the shaver, creating an ongoing legacy of world firsts.



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