CLAIMS:

1. A computer-implemented method of providing feedback to a user of a shaving device during a shaving operation, the method comprising:

determining values for one or more parameters, the one or more parameters comprising at least one of:

(i) a shaving frequency measure indicating how often the user performs a shaving operation using the shaving device,

(ii) a skin irritation measure indicating skin irritation experienced by the user during and/or following a shaving operation with the shaving device,

(iii) a shaving closeness measure indicating how short the user desires their hair to be after a shaving operation with the shaving device, and

(iv) whether the shaving device is used on wet or dry skin during the shaving operation;

determining a pressure range for the user based on the determined values for the one or more parameters, wherein the pressure range has an upper pressure threshold and a lower pressure threshold;

during a shaving operation using the shaving device, receiving pressure measurements representing the pressure with which the shaving device is being applied onto the skin of the user;

comparing the received pressure measurements to the determined pressure range to determine feedback for the user relating to the applied pressures with respect to the determined pressure range; and

outputting a feedback control signal to a feedback component associated with the shaving device, wherein the feedback control signal is for controlling the feedback component to provide the determined feedback to the user.

2. ~~A~~The method as claimed in claim 1, wherein the one or more parameters comprises at least the shaving frequency measure, and the step of determining the pressure range comprises setting the lower pressure threshold to a first lower pressure threshold value when the shaving frequency measure has a first shaving frequency value and setting the

lower pressure threshold to a second lower pressure threshold value when the shaving frequency measure has a second shaving frequency value, wherein the first shaving frequency value represents more frequent shaving than the second shaving frequency value and the first lower pressure threshold value is lower than the second lower pressure threshold value.

3. ~~A~~ The method as claimed in claim 1 or 2, wherein the one or more parameters comprises at least the skin irritation measure, and the step of determining the pressure range comprises setting the upper pressure threshold to a first upper pressure threshold value when the skin irritation measure has a first skin irritation value and setting the upper pressure threshold to a second upper pressure threshold value when the skin irritation measure has a second skin irritation value, wherein the first skin irritation value represents more skin irritation than the second skin irritation value and the first upper pressure threshold value is lower than the second upper pressure threshold value.

4. ~~A~~ The method as claimed in any of claims 1-3, wherein the one or more parameters comprises at least the shaving closeness measure, and the step of determining the pressure range comprises setting the upper pressure threshold to a first upper pressure threshold value when the shaving closeness measure has a first shaving closeness value and setting the upper pressure threshold to a second upper pressure threshold value when the shaving closeness measure has a second shaving closeness value, wherein the first shaving closeness value represents a closer shave than the second shaving closeness value and the first upper pressure threshold value is higher than the second upper pressure threshold value.

5. The ~~A~~ method as claimed in any of claims 1-4, wherein the one or more parameters comprises at least whether the shaving device is used on wet or dry skin during the shaving operation, and the step of determining the pressure range comprises setting the upper pressure threshold to a first upper pressure threshold value when the shaving device is used on dry skin and setting the upper pressure threshold to a second upper pressure threshold value when the shaving device is used on wet skin, wherein the first upper pressure threshold value is higher than the second upper pressure threshold value.

6. The ~~A~~ method as claimed in any of claims 1-5, wherein the step of determining feedback comprises determining first feedback indicating correct pressure if the

applied pressure is within the determined pressure range, and determining second feedback indicating incorrect pressure if the applied pressure is outside the determined pressure range.

7. The ~~A~~ method as claimed in any of claims 1-6, wherein the step of determining feedback comprises determining first feedback indicating correct pressure if the applied pressure is within the determined pressure range, determining second feedback indicating low incorrect pressure if the applied pressure is below the lower pressure threshold, and determining third feedback indicating high incorrect pressure if the applied pressure is above the upper pressure threshold.

8. The ~~A~~ method as claimed in claim 7, wherein the pressure range further comprises a first boundary region around the lower pressure threshold and a second boundary region around the upper pressure threshold; and

wherein the step of determining feedback comprises:

(i) determining the first feedback indicating correct pressure if the applied pressure is within the determined pressure range and outside the first boundary region and the second boundary region;

(ii) determining the second feedback indicating low incorrect pressure if the applied pressure is below the lower pressure threshold and outside the first boundary region;

(iii) determining the third feedback indicating high incorrect pressure if the applied pressure is above the upper pressure threshold and outside the second boundary region;

(iv) determining first intermediate feedback if the applied pressure is within the first boundary region, wherein the first intermediate feedback is a weighted combination of the first feedback and the second feedback, wherein the weighting for the first feedback and the weighting for the second feedback are each performed based on linear functions of the applied pressure; and

(v) determining second intermediate feedback if the applied pressure is within the second boundary region, wherein the second intermediate feedback is a weighted combination of the first feedback and the third feedback; wherein the weighting for the first feedback and the weighting for the third feedback are each performed based on linear functions of the applied pressure.

9. The ~~A~~ method as claimed in any of claims 1-8, wherein the step of comparing comprises filtering the received pressure measurements with a low pass filter, and comparing the filtered pressure measurements to the determined pressure range to determine the feedback.

10. A computer program product comprising a computer readable medium having computer readable code embodied therein, the computer readable code being configured such that, on execution by a suitable computer or processing unit, the computer or processing unit is caused to perform the method of any of claims 1-9.

11. An apparatus for providing feedback to a user of a shaving device during a shaving operation, the apparatus comprising a processing unit which is configured to:

determine values for one or more parameters, the one or more parameters comprising at least one of:

(i) a shaving frequency measure indicating how often the user performs a shaving operation using the shaving device,

(ii) a skin irritation measure indicating skin irritation experienced by the user during and/or following a shaving operation with the shaving device,

(iii) a shaving closeness measure indicating how short the user desires their hair to be after a shaving operation with the shaving device, and

(iv) whether the shaving device is used on wet or dry skin during the shaving operation;

determine a pressure range for the user based on the determined values for the one or more parameters, wherein the pressure range has an upper pressure threshold and a lower pressure threshold;

during a shaving operation using the shaving device, receive pressure measurements representing the pressure with which the shaving device is being applied onto the skin of the user;

compare the received pressure measurements to the determined pressure range to determine feedback for the user relating to the applied pressures with respect to the determined pressure range; and

output a feedback control signal to a feedback component associated with the shaving device, wherein the feedback control signal is for controlling the feedback component to provide the determined feedback to the user.

12. The ~~An~~ apparatus as claimed in claim 11, wherein the processing unit is configured to determine feedback by determining first feedback indicating correct pressure if the applied pressure is within the determined pressure range, determining second feedback indicating low incorrect pressure if the applied pressure is below the lower pressure threshold, and determining third feedback indicating high incorrect pressure if the applied pressure is above the upper pressure threshold.

13. The ~~An~~ apparatus as claimed in claim 11 or 12, wherein the processing unit is configured to filter the received pressure measurements with a low pass filter, and compare the filtered pressure measurements to the determined pressure range to determine the feedback.

14. The ~~An~~ apparatus as claimed in any of claims 11-13, wherein the apparatus is part of the shaving device.

15. The ~~An~~ apparatus as claimed in any of claims 11-13, wherein the apparatus is separate from the shaving device.