

Tweetable Highlights

- Style meets tech, now in the bathroom. Meet @moen’s first-ever bathroom faucet featuring *MotionSense Wave* touchless technology
- The new Cia bathroom collection from @moen offers beautiful modern style and helpful functionality – including the option of touchless technology

New Moen® Cia™ Bathroom Collection Includes Brand’s First Touchless Lavatory Faucet

NEW VERSATILE BATH SUITE PAIRS OPTION OF *MOTIONSENSE WAVE™* TOUCHLESS TECHNOLOGY WITH MODERN DESIGN FOR A LOOK THAT STANDS THE TEST OF TIME



North Olmsted, Ohio... Innovation meets elegance with Moen’s new Cia™ bathroom collection, featuring the company’s first-ever bathroom faucet with *MotionSense Wave™* touchless technology. The Cia single-handle bathroom faucet with *MotionSense Wave* features a single-sensor touchless activation that allows users to turn water on and off with the simple pass of a hand, providing the best of modern style and technology in one strikingly stunning faucet.

“When creating Cia, we wanted to provide consumers with the ability to customize their bathroom with the functionality and design

Key Facts

STYLE
Modern

FINISHES

- Chrome
- Lifeshine® Brushed Nickel
- Lifeshine Brushed Gold
- Matte Black

PLATFORMS

- Single-handle lavatory faucet
- Single-handle lavatory faucet with *MotionSense Wave™*
- Two-handle widespread lavatory faucet
- Roman Tub
- Freestanding tub filler
- Tub/shower
- Coordinating accessories in the Align® collection

FLOW RATES

- Lavatory faucets: 1.2 gpm
- Showerhead: 2.5 gpm
- Eco-Performance showerhead: 1.75 gpm

AVAILABILITY

Wholesale plumbing showrooms & online

Certified to meet EPA WaterSense® Criteria

ADA compliant



aesthetic that fits their lifestyle,” said Julie Everson, senior product manager, bath, Moen. “With this sophisticated fixture, homeowners can choose a manual or touchless faucet, depending on their preference, and a finish choice that best suits their personal style, creating a look that is uniquely personalized to them.”

The Cia collection features distinctive, intersecting geometric forms and crisp details that complement an array of contemporary designs, from luxe-inspired décor to soft modern styles to industrial-leaning looks. The faucet artfully pairs both cylindrical and rectangular elements with a thin, high-arc spout for an elegant and refined feel.

“The name Cia was chosen to highlight the elegantly lengthened ‘C’ shape spout,” adds Everson. “Circular elements repeat throughout the entire design, creating an orderly and calming aesthetic, and a new circular wave sensor was developed to fit concentric to the circular surface, offering the option of *MotionSense Wave* touchless technology to those who want it, without distracting from the faucet’s overall design. Given the current state of the world, products that help support hygiene and health are more important than ever – Cia does this exceptionally well, while also offering a beautiful design that enhances the style of the bathroom.”

Cia faucets with *MotionSense Wave* touchless technology feature a single sensor on the faucet base in-line with the handle that provides hands-free control, so users can turn water on and off exactly when they need it with just the wave of a hand. This innovation conveniently eliminates the need to touch the bathroom faucet when washing hands, reducing the spread of germs.

The faucet can be controlled in two ways:

- The **Wave Sensor**, on the left side of the faucet base in-line with the handle, turns water on or off with the wave of a hand, for easy, instant motion-activated control.
- The **handle** on the opposite side of the faucet offers manual operation, letting users adjust flow and temperature.

In addition to the single-handle faucet with touchless technology, Cia also is available as a single-handle faucet without the technology and as a two-handle widespread lavatory faucet. A matching tub/shower, two-handle Roman Tub, freestanding tub filler and coordinating Align® accessories complete the look.



Lustrous and luxurious, the Cia bathroom faucet comes in a variety of finishes to add the perfect touch to the primary suite bath, full bath or powder room, including Chrome, Lifeshine® Brushed Nickel, Lifeshine Brushed Gold and Matte Black. Brushed Gold accents are offered with the Matte Black lavatory faucets and the Roman Tub for an elevated aesthetic.

THE CIA BATHROOM FAUCET FEATURES NOTABLE MOEN® INNOVATIONS, INCLUDING:

M-CORE™ Universal Valve System

M-CORE™ is Moen's universal valve system that gives homeowners more freedom in terms of showering functionality and style in their new construction or remodel projects. The M-CORE universal valve system allows for updates in functionality without changing the valve behind the wall.

Lifeshine® Finish

Lifeshine® finishes from Moen are both decorative and durable – they will not tarnish, corrode or flake off for the life of the product under normal use.

The Cia bathroom collection will be available in Q3 2021.

All products feature Moen's lifetime limited warranty* to ensure superior quality. For more information on the Cia bathroom collection, visit moen.com or call 1-800-BUY-MOEN (1-800-289-6636).

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**For complete warranty information, visit moen.com. Important exclusions apply. Warranty only applies to original purchaser.*



ABOUT MOEN

Moen is the #1 consumer faucet brand in North America, offering a vast array of stylish and innovative kitchen and bath faucets, showerheads, accessories, bath safety products, kitchen sinks, garbage disposals, leak detection products and connected home offerings for residential applications that give consumers more power than ever before to understand and control the water that flows through their homes. These thoughtful designs deliver an exceptional user experience and elevate the way people interact with water every day. In addition, Moen® Commercial offers superior-performing products that can deliver lower lifetime costs for today's facilities.

Moen is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS), which creates products and services that fulfill the dreams of home. Moen anchors the Global Plumbing Group (GPG), which also includes several brands under the House of Rohl® including Perrin & Rowe®, ROHL®, Riobel®, Shaws® and Victoria + Albert®. Fortune Brands' other brands include Fiberon® composite decking and railing products, Master Lock® and Sentry® Safe security products, MasterBrand Cabinets® and Therma-Tru® entry door systems. Fortune Brands is part of the S&P 500 Index and a Fortune 500 Company. For more information, please visit www.FBHS.com.

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