

Shaving With Skin Health in Mind

Gillette® has it down to a science

Fusion™, the first 5-blade razor, is specially designed to help maintain optimal skin health while delivering Gillette's closest, most comfortable shave.

5 Blades Instead of 3, 2 or 1

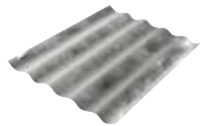
- More blades can distribute the pressure applied by the razor to more points on the skin, thus reducing the pressure on the individual points of skin contact.
- The first blade extends a hair out of the skin, allowing the next blade to cut further down the hair's shaft. As more blades are added to the razor, the probability of this process is increased.

Tighter Blade Spacing

- The 5 blades are spaced 0.45mm closer together than the 3 blades in the Mach3. This provides a 40% reduction in skin bulge height between each blade for a safer, more comfortable shave.
- In fact, men in a large-based consumer test preferred Fusion 2:1 to Mach3 Turbo. For those with a preference, twice as many men preferred Fusion for its ability to leave their faces free of nicks and cuts, and to provide the closest shave with less irritation.



3 Blades



5 Blades



Lubrastrip™

- It releases lubricating polymers with each stroke to promote glide, even when most of the shave gel is gone.
- It also changes color when the user is getting a sub-optimal shave, indicating it may be time to change the blade.

Comfort Guard

- The guard is comprised of soft, flexible microfins which precede the blades. These microfins gently stretch the skin and help to present the hair in a position to be cut efficiently.

Spring-Loaded Head and Blades

- Independently spring-mounted blades within a pivoting head continuously adjust to the contours of the face and neck, maintaining contact with the skin at an appropriate angle for a uniform, close shave.

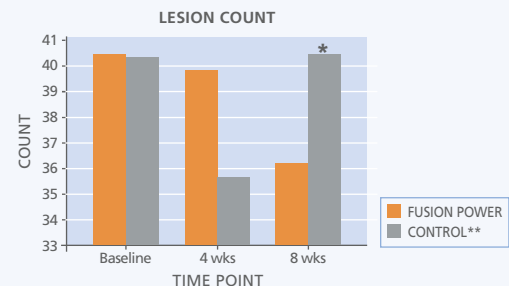
Micropulses (Fusion Power Only)

- Battery-operated, gentle pulsations help the razor glide even more smoothly, and significantly reduce drag even further (compared to the manual Fusion razor).

The pseudofolliculitis barbae (PFB) myth is dispelled.

Data from a recent clinical study repudiates the myth that shaving daily with a multi-blade razor exacerbates PFB. In fact, the findings demonstrate that a small but significant (10%) reduction in PFB lesions is possible after daily use of the Fusion Power razor for 8 weeks when compared to men using their usual razors at their normal frequency of 2-3 times per week for 8 weeks. In addition, the clinical results allow the inference that shaving close to the skin's surface daily may not impact intrafollicular or extrafollicular PFB to the point of exacerbating the overall PFB condition.

Gillette clinical research also revealed 2 strategies for *helping* men with PFB: moisturizing skin regularly¹ and employing a proper shaving regimen. (See other side for details.)



*p<0.05

**Men asked to use a Gillette Series shave gel within their usual regimen and shaving frequency (2-3 times per week).

¹Studies show that 79% of North American male shavers are not conditioning their skin after shaving.

The Gillette Fusion Shaving System: A Proven Regimen

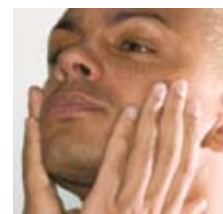
Before, during and after shaving, skin health always comes first.

Male facial and neck hair grows in multiple directions and can be as strong as copper wire (of the same thickness). This makes it challenging to gently cut it from soft skin with minimal skin impact. Gillette has devoted 100+ years of scientific research toward this goal. The result is a 3-step regimen proven to maintain optimal skin health while maximizing closeness of the shave.



1) Before the shave:

Wash the face and neck with a mild cleanser or a scrub and warm water for at least 2 minutes to remove oil and dirt. (Accomplish this easily by showering before you shave.) This will maximize hydration, which will soften hair to significantly reduce the force needed to cut it.



2) During the shave:

Apply a premium shave gel to lock in moisture and further soften hair. For really tough beards, try the Fusion HydraGels with 4 lubricating agents. If a lower cost option is preferable, try the upgraded Gillette Series shave gels. They provide a protective anti-friction layer that improves razor glide up to 35%, which decreases risk of irritation (versus the previous Gillette Series shave gels). Once the shave gel is applied, shave with a premium multi-blade razor - such as Fusion or Fusion Power - using light strokes.



3) After the shave:

Rinse with cool water, pat dry and use an after-shave product infused with moisturizing emollients - such as Fusion HydraSoothe Balm - to rehydrate the skin and enhance its moisture barrier.



To learn more, visit www.pgdermatology.com.