

ON THE CUTTING EDGE:

THE LATEST RAZOR AND SKIN
CARE ADVANCEMENTS FOR
AN EXCEPTIONAL SHAVE



A BREAKTHROUGH FOR A CLOSE,
COMFORTABLE SHAVE THAT MANAGES
THE SKIN AND ADDRESSES RAZOR
DISCOMFORT DUE TO TUG AND PULL,
IS FINALLY HERE.

Gillette®

HELPING TO COMBAT ONE OF MEN'S BIGGEST SHAVING COMPLAINTS—RAZOR TUG & PULL

Shaving is at the heart of a man's grooming regimen, and even despite advancements, there is a significant percentage of men who experience shaving discomfort and irritation as well as problems associated with it.

To achieve the ultimate goal of a close, comfortable shave with minimal shave irritation, a razor must be able to optimally glide through hair. With this goal in mind, P&G conducted rigorous testing protocols that included more than 30,000 men, to develop a razor with advanced technology for shaving performance and comfort.

Gillette has taken Fusion[®], the #1 Dermatologist recommended razor*, and made it better. By combining seven significantly new technological advancements in shaving performance and comfort, Gillette has developed the Fusion ProGlide™ and Fusion ProGlide™ Power.

The Fusion ProGlide Family is preferred at up to a 2 to 1 ratio over Gillette Fusion.

In addition, Gillette is also introducing a new skin care line designed to provide men with a complete and exceptional shaving and skin care experience unlike any other. The Fusion ProSeries™ skin care line was designed by scientists to help reduce shaving irritation and improve skin condition leading to incredible comfort.

* As of September 2009.

THE SCIENCE BEHIND OUR NEW SHAVING INNOVATIONS

At Gillette, innovation starts and ends with men. To design products that meet men's needs, a wide range of factors are considered including their emotional motivations, grooming rituals, shaving needs and skin physiology. Over the years, developers of advanced shaving systems have strived to engineer shaving regimens that incorporate the latest breakthrough technologies in razors and other shave care products.

With the intention of giving men the best quality shave, Gillette documents and studies up to 80 men, five days a week for 50 weeks a year, each morning in Reading, England, at the Gillette testing center for a total of 20,000 shaves a year. The men shave in front of a two-way mirror, and are observed, filmed and interviewed.

All of these learnings formed the basis for the development of our new razors and skin products—the new Gillette[®] Fusion[®] ProGlide™ and ProSeries™ Family.



GILLETTE TESTING CENTER—READING, ENGLAND

THE 7 ADVANCEMENTS

LOW CUTTING FORCE LEAD BLADES



- **Thinner, finer edges**—the thinnest in Gillette's history—help the advanced razor glide through hair.
- Significantly reduces cutting force for less tug and pull and a more comfortable shave.

SLOTTED SNOW-PLOW COMFORT GUARD



- Channels excess shave prep to **maintain good skin contact**.
- Gently stretches the skin and helps to position facial hairs to be cut more efficiently.

ENHANCED LUBRASTRIP™



- **Larger and infused with mineral oil**, the improved Lubrastrip releases lubricating polymers with each stroke for excellent glide over the skin, even on repeat strokes.
- Fades to white to indicate it may be time to change the blade cartridge.

REDESIGNED ERGONOMIC HANDLE



- **Bigger, more ergonomic grips** designed for **better control**.



BLADE STABILIZER



- Supports **each of the five blades** at the center of the razor cartridge to help maintain optimal blade spacing for comfort.
- Helps the blades adjust to the contours of a man's face while helping to maintain an optimal blade span.

IMPROVED TRIMMING



- An **enhanced blade for a precise trim**.
- New rinse-through slots for easy rinsing.

NEW GUIDING MICROCOMB (POWER ONLY)



- **New, unique design helps guide hair** to the blade.
- Specifically addresses different shaving habits (i.e., for men who shave every day and for men who like to skip shaving for 2-3 days).

GILLETTE® FUSION® PROGLIDE™ POWER

- **Micropulse feature** helps attain Gillette's most comfortable shave.
- Gentle pulsations decrease resistance to movement and encourage lighter strokes, allowing the razor to do most of the work resulting in significantly less drag.



Gillette® Fusion® ProSeries™ skin care line provides an exceptional shaving experience by combining advanced science and Gillette's understanding of men's shaving needs.



ARE THE STEPS YOU TAKE TO SHAVE REALLY IMPORTANT? Yes, while the razor remains the central component to a man's grooming routine, products used before, during and after the shave play an incredibly important role in ensuring shaving and skin comfort.

The Gillette Fusion ProSeries™ skin care line includes a Thermal Scrub (the first of its kind in mass market), Sensitive Face Wash, Intense Cooling Lotion and Instant Hydration UV Moisturizer + SPF 15.

1 PRE-SHAVE:

SENSITIVE FACE WASH

The Gillette® Fusion® ProSeries™ Face Wash was designed for sensitive skin and uses a mild soap-free system with aloe vera to effectively clean without over drying.

THERMAL FACE SCRUB

The Thermal Scrub warms and deep cleans the skin of dirt and oil while helping to soften facial hair before shaving. Here's how it works:

- First, heating technology is activated on contact with water.
- Secondly, a mild soap-free system cleans the skin.
- Finally, small particles help exfoliate dead, dry skin cells, providing an even, clearer path for the razor.



THERMAL IMAGERY ILLUSTRATES THE WARMING EFFECT OF THE NEW THERMAL SCRUB. THE RED COLOR INDICATES A WARMER SKIN TEMPERATURE AFTER THE SCRUB IS APPLIED AND ACTIVATED WITH WATER.

2 SHAVE

Fusion® Hydra™ Gel, Gillette's most lubricating shave gel, softens hair and locks in moisture during shaving, while protecting skin by increasing glide. Fusion® Hydra™ Gel is specially formulated with PEG90M and PEG23M polymers, PTFE particles, and the patented Lubrajet™ technology to complement the Fusion® ProGlide™ and ProSeries™ shaving system. Together, these products help deliver exceptional shaving in closeness and comfort.

3 POST-SHAVE:

INTENSE COOLING LOTION

The Cooling Lotion is designed to hydrate "just-shaved skin" and combat irritation. The lightweight formula helps reduce the feel of irritation by delivering instant cooling comfort, while actively delivering moisture to the skin, providing extra comfort after the shave. The breakthrough technology of the Intense Cooling Lotion contains Gillette's highest level of active cooling ingredients to cool on contact and provide a lasting effect.



THERMAL IMAGERY SHOWS HOW THE INTENSE COOLING LOTION INSTANTLY COOLS THE JUST-SHAVED-SKIN. THE BLUE COLOR INDICATES A COOLER SKIN TEMPERATURE AFTER USE.

INSTANT HYDRATION UV MOISTURIZER + SPF 15

As a result of Gillette's understanding and applying Dermatologists' insights on the needs of their patients, SPF 15 UV has been added to the Instant Hydration Moisturizer for broad spectrum UV protection.

- The non-greasy formula is infused with Vitamin E and SPF 15 UV Protection that immediately restores moisture and provides all-day hydration to help reduce dryness and tightness.
- This moisturizer contains Gillette's highest level of humectants and vitamins offering all-day protection and comfort.



ASK YOUR DERMATOLOGIST FOR MORE INFORMATION

To find out more about the Fusion[®] ProGlide[™] and Fusion[®] ProSeries[™] line of shaving products, visit www.gillette.com.

Gillette[®]