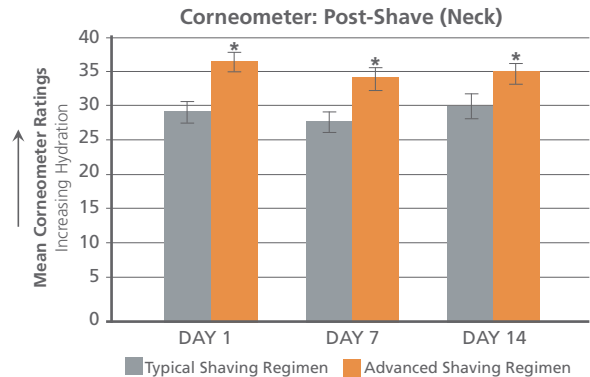


Lock in hydration. Shave in comfort.

Clinical Study Showing the Benefits of an Advanced 3-Step Regimen

In a dermatologist-consulted clinical study conducted on 40 men with self-reported sensitive skin, an Advanced 3-Step Shaving Regimen (which included the Gillette® Fusion™ Shaving System — New Fusion HydraGel™ Pure & Sensitive shave gel, Fusion Power razor, Fusion HydraSoothe™ Balm — combined with a gentle cleanser) was compared to a man's Typical Shaving Regimen (comprised of soap, Gillette Foamy Shave Prep and a Mach 3 razor) in a split-faced format. Although the panelists were forced to shave daily for 14 days without changing blades, the Advanced 3-Step Shaving Regimen demonstrated a positive impact on skin condition and shave quality through improved hydration versus the Typical Shaving Regimen. In fact, corneometer ratings on the neck demonstrated acute hydration benefits after only a single use with continued hydration improvements at Day 7 and Day 14 as well. Furthermore, in the panelist self-assessment, men noticed a significant decrease in irritation and an increase in comfort



Corneometer measurements indicate that the Advanced 3-Step Shaving Regimen provides significant improvement in post-shave hydration at all time points.

By Day 14, the Advanced Shaving Regimen demonstrated significant improvement in most indicators.		Day 1	Day 14
	Lower case "a" represents significance at a 90% confidence level and generally signifies a directional improvement.	Burning	
Capital "A" represents significance at a 95% confidence level and generally signifies a significant improvement.	Stinging	a	A
	Itching	a	a
	Irritation	A	A
	Comfort	A	a
	Smoothness	A	A

and smoothness after just 1 day of using the Advanced 3-Step Shaving Regimen with significant improvements in Burning and Stinging noticed by Day 14.

This study suggests that men with self-reported sensitive skin, especially ones who want or need to shave daily, could benefit from a 3-step shaving regimen like the Advanced Shaving Regimen that optimally hydrates the skin and includes Gillette's most advanced shaving products in combination with a gentle cleanser.

For more detailed information regarding this study, please see the white paper entitled: **The Impact of Shaving on Skin Condition: Advanced 3-Step Shaving Regimen Significantly Improves the Quality of the Shaving Experience and Overall Skin Hydration for Men with Self-Reported Sensitive Skin** at pgdermatology.com.

The Advanced 3-Step Shaving Regimen

1. Before the shave:

Wash your face and neck with a gentle cleanser or a scrub and warm water for at least 2 minutes to remove oil and dirt. You can do this easily by showering before you shave. This will maximize hydration, which will soften hair for easier cutting.

2. During the shave:

Apply a premium shave gel, such as **New Fusion HydraGel Pure & Sensitive**, to lock in moisture. Fusion is

Gillette's most lubricating shave gel line and it provides an anti-friction layer that protects your skin and improves razor glide. Then, using light strokes, shave with a premium multi-blade razor, such as the **Fusion Power** with its new "MVP"-inspired handle.

3. After the shave:

Rinse with cool water, pat dry, and use a moisturizing after shave — such as **Fusion HydraSoothe Balm** — to rehydrate your skin.



- Fusion HydraGel Pure & Sensitive shave gel
- Fusion Power razor
- Fusion HydraSoothe Balm

A Closer Look into the Science Behind the Advanced 3-Step Shaving Regimen

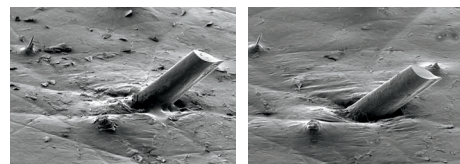
Research has revealed the relationship between shaving and skin, where shaving impacts the condition of the skin and, in turn, the condition of the skin impacts the quality of the shave. The following suggests how to implement the Advanced 3-Step Shaving Regimen to achieve a comfortable and smooth shave.

Before the Shave

Extensive research into optimal shaving has highlighted the importance of skin cleansing and hydration prior to shaving.

The Scanning Electron Microscopy (SEM) images demonstrate the impact of cleansing. When oil, dirt, perspiration and debris build up around the hair follicles of the beard, they can inhibit water penetration into the hair and prevent the razor from cutting optimally.

When hair is hydrated, it swells and becomes easier to cut. A study has shown significant reduction in cutting force after two minutes' hydration. This allows men to shave more comfortably with less pull on each hair.



Images of hair and skin before washing (left) and after washing (right) with a mild face scrub.

During the Shave

While water is the essential softening agent during the shaving process, the water absorbed by hair quickly evaporates, leaving the hair in its original rigid state. Shave gel provides a protective layer that slows the evaporation of water and helps keep the beard hair soft throughout the shave. **New Fusion HydraGel Pure & Sensitive** is Gillette's most lubricating shave gel with four lubricating polymers. It softens hair by locking in moisture to protect skin by increasing glide. It contains two PEG polymers, polytetrafluoroethylene (PTFE), as well as a fourth polymer, the patented Lubrajel™ technology. The new Pure & Sensitive variant, designed to be free of dyes and fragrance, was well tolerated even by men with self-assessed "sensitive" skin in a dermatologist-evaluated study.

The Fusion Power "MVP" Razor

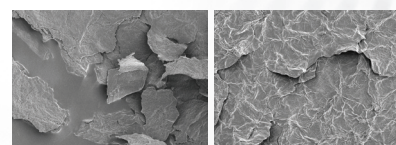
The Fusion 5-blade razor, now with a new "MVP" inspired handle, incorporates innovative blade technology and design for proven performance even on sensitive skin. The Fusion Power is further enhanced with gentle micropulses to reduce drag while shaving.



After the Shave

Post-shave moisturizer can restore the protective moisture barrier and protect the skin for the next shave. SEM was utilized to demonstrate the benefit of skin hydration on the stratum corneum. This visualization shows that the hydrated skin has resulted in a more homogenous stratum corneum with less skin flakes protruding from the surface. It is also lighter in appearance indicating fewer layers of cells were removed. This implies the hydrated skin has a stronger stratum corneum structure.

Fusion HydraSoothe Balm is formulated with emollients and hydrating humectants, such as glycerin, which can enhance the skin's protective moisture barrier, rehydrate the skin and leave the skin feeling smooth.



Day 14 SEM images of skin after treatment shows a more homogeneous stratum corneum for the hydrated skin vs. the less hydrated control.

To learn more about the Fusion line of shaving products, visit pgdermatology.com.