

### ENHANCED LUBASTRIP™

Fusion® ProGlide™ introduces an improved Lubrastrip™, which releases lubricating polymers with each stroke, and is now **25% larger and infused with mineral oil** for excellent glide over the skin, even on repeat strokes.



### LOW CUTTING FORCE BLADES

By re-engineering the lead blades with **thinner, finer edges**—the thinnest in Gillette's history—the advanced razor is able to glide through hair. Finished with Gillette's most advanced low-resistance coating, the new blade significantly reduces cutting force for less tug and pull and a more comfortable shave.



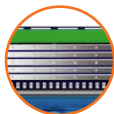
### SLOTTED SNOW-PLOW GUARD

A streamlined Snow-Plow Comfort Guard, comprised of flexible microfins, channels excess shave prep to **maintain good skin contact**. By stretching the skin ahead of the first blade, it allows for glide on a smoother surface and helps to present the hairs in a position to be cut more efficiently for a close, comfortable shave.



### REDESIGNED ERGONOMIC HANDLE

Based on a deep understanding of how a man uses the razor, bigger, **more ergonomic grips** were designed **for better control**. The redesigned Ergo Handle easily rolls through the fingers allowing for an easy transition between the shaving surface in the front and precision trimmer at the back.



### IMPROVED TRIMMING

The new and improved Trimmer offers an **enhanced blade for a precise trim** for those difficult areas that are hard to shave. It also features new rinse-through slots for easy rinsing.



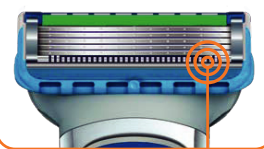
### BLADE STABILIZER

Fusion® ProGlide™ introduces the Blade Stabilizer which **supports each of the 5 blades** at the center of the razor cartridge. Combined with the blade springs, the Blade Stabilizer helps the blades to adjust to the contours of a man's face while maintaining an optimal blade spacing.



### NEW GUIDING MICROCOMB (Power only)

The new Guiding Microcomb's unique design helps guide hair toward the blade. The Microcomb slots allow you to manage the skin without interfering with as many hairs. This innovative design 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® ProSeries™ Skin Care line provides an exceptional shaving experience by combining advanced science and Gillette's understanding of men with P&G's expertise in skin care. The new ProSeries Skin Care line was designed by scientists to help reduce shaving irritation and improve skin condition leading to incredible comfort. 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.

## 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 first ever Thermal Scrub to reach the men's mass market place, this new product warms, deep cleans the skin of dirt and oil, and helps soften facial hair before shaving. Here's how it works – first, heating technology is activated on contact with water; then, a mild soap-free system cleans skin; finally, small particles help exfoliate dead, dry skin cells, providing an even, clearer path for the razor.

Formulation Design: 3-in-1 formula to (1) warm, (2) cleans (3) help soften facial hairs for a comfortable shave

1. Mild soap-free surfactant chassis helps clear away oils (sebum) and dirt while helping to soften the hair, making it easier to cut.
2. The right combination of small polyethylene and polypropylene particles exfoliates dead, dry skin cells, providing an even, clearer path for the razor.
3. Heating technology, with a combination of ingredients, gently releases thermal energy on contact with water.

## SHAVE



### GILLETTE FUSION™ HYDRA™ GEL

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

## POST-SHAVE



### INTENSE COOLING LOTION

Some men experience a burning sensation after shaving, and for those who want a cooling/refreshing feeling while hydrating the skin after the shave, there are not many options. In order to soothe their skin, many men splash cold water on their face, which only temporarily provides relief. Others often use alcoholic after-shaves to cool and refresh the skin for extra comfort. However, too much alcohol can often mean more drying of the skin.

The new Intense Cooling Lotion from Gillette Fusion ProSeries 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. Dual-cooling complex is designed to extend the cool without drying the skin.

#### Key Ingredients:

Humectants: Glycerin provides moisture and help to reduce tightness.

Emollients: Helps to improve moisture retention and leave the skin feeling smooth and comfortable.

Vitamins: A combination of Vitamin B3, Vitamin E and pro-vitamin B5 (panthenol) help maintain healthy looking skin.



### INSTANT HYDRATION UV MOISTURIZER + SPF 15

As a result of Gillette understanding and applying dermatologists’ insights on the needs of their patients, SPF 15 UV has been added to our 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.

#### Key Ingredients:

- Humectants: To help skin feel comfortable post-shave, moisture must be put back into the skin. A humectant like glycerin has excellent water binding properties and binds water in the upper layers of the stratum corneum providing immediate and long lasting hydration.
- Emollients: Emollient oils help to provide a moisture barrier and leave the skin feeling smooth and comfortable.
- Vitamins: Combination of 3 vitamins with well researched and documented cosmetic benefits:
  - Vitamin B3 (Niacinamide)
  - Vitamin E
  - Pro-vitamin B5 (Panthenol)

#### Key Benefit:

- SPF15 UV protection: Effective and proven broad spectrum UVA + UVB protection against short and long term damage.