Gillette Sets New Standard in Shaving and Skin Care
With Introduction of Fusion ProGlide and Fusion ProSeries

Release Date:
Friday, February 12, 2010 8:08 am EST

Terms:
Product News

Dateline City:
BOSTON

First Products to Combine Gillette Precision Engineering and P&G Skin Care Expertise to Deliver Dramatically Improved Performance and Comfort

The Procter & Gamble Company (NYSE: PG), the world’s leading Beauty & Grooming Company, today announced the introduction of the Gillette Fusion ProGlide™ shaving system, a significant advancement in shaving performance and comfort. The Company also announced the introduction of Gillette Fusion ProSeries™, an advanced lineup of male skin care products that leverages Gillette’s 100-year shaving heritage and P&G’s unequalled understanding of skin and skin care to deliver Gillette’s best shaving and skin care experiences.

Even with the tremendous advances in shaving technology Gillette has introduced over the past 20 years, most men continue to experience discomfort during and after shaving, especially when the blades tug and pull, causing a series of unwanted side effects. To help address skin discomfort and the root cause of tug and pull, Gillette Fusion ProGlide and Gillette Fusion ProGlide Power™ add a series of high-precision advancements to the breakthrough technology already in Gillette Fusion. Consumer use testing shows that the Fusion ProGlide family is preferred at an up to 2-to-1 ratio over Gillette Fusion, the world’s best selling razor.

The science behind Gillette Fusion ProGlide addresses every aspect of interaction with both hair and skin while taking into account dozens of variables reflecting the shaving habits and rituals of men across the globe. Individually, these advancements, including low cutting force blades with thinner, finer edges; a new blade stabilizer; and a hair-guiding microcomb improve the performance of Gillette Fusion – the number one razor recommended by dermatologists in the USA. However, the unique benefit of Gillette Fusion ProGlide is the combination and engineering of all these advancements, working together to deliver incredible comfort and an exceptional shaving experience.

"Beyond superior technology, Gillette Fusion ProGlide and Gillette Fusion ProSeries bring real solutions to men's number one skin care need and continue our century-long track record of delivering trusted performance that helps men look, feel and be their best," said Chip Bergh, Group President, Global Male Grooming, Procter & Gamble. "By taking the world's number one selling razor and making it better – dramatically better – we are defining a new standard for the more than 600 million men around the world who trust their faces to Gillette."

Introduced in 2006, Gillette Fusion has grown market share every year, selling nearly 100 million blades and razors in 75 countries.

The Science of Shaving and Skin Care

Research into how to achieve a more comfortable shave has been underway for many years, even prior to the launch of Gillette Fusion. This continued with the combined engineering, chemistry, and skin science resources of Gillette and P&G, who first introduced skin care products in the 1950’s. Prior to launch, Gillette Fusion ProGlide withstood rigorous testing protocols that included more than 30,000 men and involved precise measurement instrumentation used in the aerospace, semiconductor and medical imaging fields.

"We measure our success in the real world, not just in the laboratory," said Carl P. Haney, Vice President, Research & Development, P&G Beauty and Grooming. "Our deep understanding of men, their emotional motivations, their daily grooming rituals and the physiology of their skin that enables us to deliver meaningful benefits, not technology for technology's sake."

Building on the breakthrough technology in Gillette Fusion, Gillette Fusion ProGlide incorporates a series of unique technologies that address critical areas for a better shave and deliver incredible comfort and performance:

- **Re-engineered Low Cutting Force Blades** with 15% thinner, finer edges and our advanced low-resistance coating enabling the blades to cut effortlessly through hair with less tug and pull.
A Blade Stabilizer to maintain optimal blade spacing for comfort while allowing the blades to adjust to the contours of a man's face.

A streamlined Snowplow Comfort Guard which channels excess shave prep to help maintain optimal blade contact, stretching the skin for a close, comfortable shave.

An Enhanced Lubrastrip™, 25% larger than before, infused with mineral oil and lubricating polymers, enabling the razor to move smoothly over skin even on repeat strokes.

An improved Precision Trimmer including an enhanced blade, a comb guard to better align long hairs, and new rinse-through slots.

A Redesigned Handle with bigger, more ergonomic grips for better control, enhanced weight and balancing and improved transition between front and back shaving surfaces.

A Redesigned Handle with bigger, more ergonomic grips for better control, enhanced weight and balancing and improved transition between front and back shaving surfaces.

A Redesigned Handle with bigger, more ergonomic grips for better control, enhanced weight and balancing and improved transition between front and back shaving surfaces.

A Redesigned Handle with bigger, more ergonomic grips for better control, enhanced weight and balancing and improved transition between front and back shaving surfaces.

An innovative Microcomb, exclusively on Gillette Fusion ProGlide Power, that helps guide hair to the blade.

A Skin Care Regimen Designed for Men

Gillette's deep understanding of men and shaving combined with P&G's expertise in skin science has resulted in Gillette Fusion ProSeries, an advanced line of skin care products that drive incredible comfort before, during, and after the shave. This new skin care line features the first mass market men's thermal facial scrub, as well as a skin care lotion and moisturizer to deliver comfort throughout the shaving process.

"Gillette has always been committed to delivering products that improve men's lives and this commitment extends beyond blades and razors," Bergh added. "By using the breadth and depth P&G's skin science, we are able to serve even more men, more completely by addressing all of their grooming needs."

In research studies, Gillette has shown that the use of skin care products, such as a mild cleanser and a balm, can effectively help reduce signs of irritation such as redness and dryness. Each product in the Gillette Fusion ProSeries line was designed by scientists to help reduce shaving irritation and improve skin condition, including:

- **Gillette Fusion ProSeries Thermal Scrub** warms, deep cleans and helps soften facial hair before shaving. In this innovative formula, heating technology is activated on contact with water to provide warming comfort. A mild soap-free system cleans skin by removing oils (sebum) and dirt while helping to soften the hair, making it easier to cut. Small particles then help exfoliate dead, dry skin cells – providing an even, clear path for the razor.

- **Gillette Fusion ProSeries Sensitive Face Wash** is designed for sensitive skin and uses a mild soap-free system with aloe vera to effectively clean without over-drying.

- **Gillette Fusion ProSeries Intense Cooling Lotion** instantly cools and hydrates just shaved skin for extra comfort. The lightweight formula helps reduce the feel of irritation by delivering instant cooling comfort while actively delivering moisture to skin.

- **Gillette Fusion ProSeries Instant Hydration UV Moisturizer + SPF15** is a non-greasy formula with Vitamin E and SPF 15 UV Protection that immediately restores moisture and provides all-day hydration to help reduce dryness and tightness.

Gillette Fusion ProGlide and Gillette Fusion ProSeries will be available in a broad range of traditional and online retail outlets in North America beginning June 2010 with global expansion in the next 12-18 months.

**About Procter & Gamble**

Four billion times a day, P&G brands touch the lives of people around the world. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun® and Fusion®. The P&G community includes approximately 135,000 employees working in about 80 countries worldwide. Please visit [http://www.pg.com](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.

**www.pg.com/news**

**www.gilletteresourcecenter.com**

**Language:**

English

**Ticker Slug:**

Ticker: PG
Exchange: NYSE