Gillette unites Superman enthusiasts to debate their theories over this long-pondered question at HowDoesHeShave.com

BOSTON--(BUSINESS WIRE)--In association with the highly anticipated June 14 theatrical release of Man of Steel, Gillette (NYSE: PG) is inviting Superman fans everywhere to debate one of the most pressing questions surrounding the famed superhero: If the Man of Steel really is impervious to every known substance on earth, just how does Superman shave? Superman fans can visit the online theory hub, HowDoesHeShave.com, through June 30th, to check out theories from an esteemed group of Superman enthusiasts—including director, actor, and comic book aficionado Kevin Smith, Jamie Hyneman and Adam Savage, hosts and executive producers of the television series entitled “MythBusters,” beloved science guy Bill Nye, and “The Big Bang Theory” actress and real-life neuroscientist Mayim Bialik—and vote on their favorite.

In the movie, you see the young bearded Clark go through a transformation to become the fresh-faced Superman we all know and love. But what’s powerful enough to give a Super Hero shave? As the world’s leading male-grooming brand and synonymous with shaving and styling, Gillette has invited these esteemed experts to develop and share their unique theories to answer the puzzling question.

“I have been a Superman fan for as long as I can remember, and the upcoming Man of Steel has made me revisit a question Superman fans have been debating for a long time,” said Kevin Smith. “The Man of Steel trailer brings the question of how does he shave front and center, and I think even casual fans will really get a kick out of talking about the possibilities.”

Smith’s own theory involves a super-high-powered “Baby Rocket Ship.” Meanwhile, Hyneman has a “Large Hadron Collider Worm Hole Theory,” while Savage has a “Super Fingemial Hair-Pluck Theory.” Nye speculates a “Materials Science Theory,” and Bialik’s “Enzymatic Follicle Denaturation Theory” involves a loophole in the genetic structure of Superman’s kryptonian proteins’ enzymatic processing. Got that?

The theories in their entirety are pitted against each other on HowDoesHeShave.com, and, not only are Superman fans encouraged to log on to vote for their favorite theory, they can also further join the debate by sharing their own theories in the Twittersphere using the hashtag #HowDoesHeShave.

“We’re always reading comic books, watching super hero movies and trying to figure out how to make the impossible possible,” said Jamie Hyneman. “We’ve been going back and forth over our theories for years, and we’re excited that an authority such as Gillette is giving us a platform to share them with the world. Until we finally get to make that visit to Planet Krypton, the answer might be up for grabs, so make sure to cast your vote and join the discussion.”

“Even Gillette knows that despite being the best shave, our most advanced blade can’t stand up to Superman’s facial hair, so we’re really looking forward to seeing all these exciting theories,” said Elliott Wilke, brand manager, Gillette. “Whether you’re a longtime Superman fan or just excited by the upcoming film, HowDoesHeShave.com has great content from compelling theory contributors. If we’re really lucky, we may even get some ideas for the guys in R&D to create a product that brings us one step closer to the ‘best a Superman can get.’”

About Procter & Gamble
P&G serves approximately 4.6 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Chamin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Well®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in approximately 75 countries worldwide. Please visit http://www.pg.com for the latest news and in-depth information about P&G and its brands.

About Man of Steel
From Warner Bros. Pictures and Legendary Pictures comes Man of Steel, starring Henry Cavill in the role of Clark Kent/Superman, under the direction of Zack Snyder. Man of Steel is produced by Charles Roven, Christopher Nolan, Emma Thomas and Deborah Snyder. The screenplay was written by David S. Goyer from a story by Goyer and Nolan, based upon Superman characters created by Jerry Siegel & Joe Shuster and published by DC Entertainment. Thomas Tull, Lloyd Phillips and Jon Peters are serving as executive producers. Warner Bros. Pictures presents, in association with Legendary Pictures, a Syncopy Production, a Zack Snyder Film, MAN OF STEEL. The film will be released in 3D and 2D in select theaters and
IMAX® on June 14, and will be distributed worldwide by Warner Bros. Pictures, a Warner Bros. Entertainment Company.
www.manofsteel.com


Language:
English

Contact:
Gillette:
Susan Baba, 617-463-5756
baba.so@pg.com
or
Ketchum:
Kristin Sundberg, 646-935-4379
kristin.sundberg@ketchum.com

Ticker Slug:
Ticker: PG
Exchange: NYSE