New Gillette Fusion ProGlide shaving system is a significant advancement in shaving performance and comfort, outperforming Gillette Fusion – the world’s leading razor.

To help address skin discomfort and the root cause of tug and pull, Gillette Fusion ProGlide razors incorporate a series of unique technologies that address critical areas for a better shave.

The science behind Gillette Fusion ProGlide razors address every aspect of the razor’s interaction with both hair and skin, while taking into account dozens of variables reflecting the shaving habits and rituals of men across the globe.

Gillette Fusion ProGlide is available in both Power and Manual.

- **Low Cutting Force Blades**: thinner, finer blades 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.

- A **Larger Lubrastrip™** 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 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.

• Gillette Fusion ProGlide Power delivers soothing micro-pulses for incredible comfort. When the power turns on, the razor moves so effortlessly, you’ll barely feel the blades.

• Gillette Fusion ProGlide Power’s handle features an on-board microchip that provides consistent power, shave after shave.
  o A Low-Battery Indicator Light signals when to change the AAA battery, so you always have power when you need it.
  o Automatic Shut-Off turns off the razor after eight minutes in case of accidental activation, and protects the battery during travel.

• Gillette Fusion ProGlide Power features an on/off button, flush with the razor handle to prevent accidental activation or deactivation, and the Duracell® AAA battery is easy to insert and replace.

• Both razors feature a chrome handle with blue accents; a black elastomer surrounds the handles for a more secure grip and better control.

• The razors are shower-safe, allowing men to shave wherever they prefer.

Availability
Gillette Fusion ProGlide will be available at food, drug and mass merchandise stores in North America beginning in June 2010.

Retail Price:
Gillette Fusion ProGlide Manual and Gillette Fusion ProGlide Power will have a suggested retail price of $10.99 and $12.99, respectively.

*First 4 Blades vs. Fusion