1. **Shower or bathe and exfoliate before you shave.** Wash your face and neck with warm water and a mild cleanser or scrub to help remove the natural oils, perspiration and dry skin cells that inhibit water penetration. Although beard hair is as tough as copper wire, applying warm water helps hair to expand, making it softer and easier to cut. For incredible shaving comfort, try the new Gillette Fusion ProSeries Thermal Face Scrub which gently warms and deep cleans to help soften hair before shaving. For those with sensitive skin, try Gillette Fusion ProSeries Sensitive Face Wash.

2. **Apply plenty of shave gel.** Although warm water is the essential softening agent, the water absorbed by hair quickly evaporates, leaving the hair in its original rigid state. Shave gel provides a protective blanket that prevents the evaporation of water and keeps beard hair soft during the shave. Use Gillette Fusion ProGlide Shave Gel to help protect your skin against nicks, redness and tightness. Additionally, the lubricating characteristics of shave gel reduce friction between the blade and skin, improving razor glide for a smoother, more comfortable shaving experience.

3. **Use a light touch.** According to a clinical study, 67 percent of men tested characterized their skin as “sensitive.” For unsurpassed shaving comfort, try new Gillette Fusion ProGlide and use light, gentle strokes when shaving. Gillette Fusion ProGlide has blades with thinner, finer edges and advanced low-resistance coating, enabling blades to cut effortlessly through hair with less tug and pull for an incredibly comfortable shaving experience. Rinse the razor frequently to prevent the buildup of hairs and shave gel on the blade edges and in the cartridge.

4. **Make sure your blade is fresh.** With a Gillette razor, you'll know it is time to replace your blade when the Lubrastrip fades to white or when you feel the razor drag on your face.

5. **Shave hard-to-reach spots last.** Shave cheeks, sides of face and neck first. The toughest whiskers grow on the chin and around the lips. Shave these areas last, as more time soaking in shaving gel will soften hair further. Use the Precision Trimmer blade, a single blade built into the back of the Gillette Fusion ProGlide blade cartridge, to easily trim sideburns, shave under the nose and shape facial hair.

6. **After the shave.** After shaving, rinse your face and neck with cool water and pat dry. At the end of every shave, rinse the blade thoroughly and shake off excess water before storing. Do not wipe the blades; this can damage the fine shaving edge. Finish with Gillette Fusion ProSeries Intense Cooling Lotion to hydrate shaved skin for extra comfort.