



Gillette is introducing **Gillette Fusion ProGlide™** razors and **Gillette Fusion ProSeries™** skin care, innovations that leverage Gillette's 100-year shaving heritage and P&G's unequalled understanding of skin and skin care to deliver incredible levels of performance and comfort. Together, the products deliver Gillette's best shaving and skin care experiences ever – before, during and after the shave.

Even with the tremendous advances Gillette has introduced in razor technology over the past 20 years, most men experience discomfort during and after shaving, especially when the blades tug and pull, causing a series of unwanted side effects.

Gillette Fusion ProGlide and Gillette Fusion ProGlide Power razors add a series of high-precision advancements to the breakthrough technology already in Gillette Fusion™ to help address skin discomfort and the root cause of tug and pull, delivering incredible comfort. Gillette Fusion ProGlide significantly outperforms existing premium razors such as Mach3 and Fusion – the world's fastest selling razor.

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 male skin care products that drives 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 sensitive skin face wash and cooling lotion to deliver comfort throughout the shaving process.



About Fusion ProGlide Technology:

The fundamental challenge of shaving is the need to cut strong, copper wire-like hairs that are rooted in soft, jelly-like skin. For a close, comfortable shave, a razor has to cut these hairs without harming the sensitive skin surface. The science behind Gillette Fusion ProGlide addresses 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. Individually, there are seven advancements in the razor --thinner, finer blade edges; a new blade stabilizer; a hair-guiding microcomb; enhanced lubrastrip, a "snowplow" comfort guard; an ergonomically redesigned handle and a redesigned trimmer. However, the unique benefit of Gillette Fusion ProGlide is the combination and engineering of all of these advancements working together to deliver incredible comfort and an exceptional shaving experience.

About Fusion ProSeries Technology:

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. The four products in the Gillette Fusion ProSeries line were designed by scientists to help reduce shaving irritation and improve skin condition, including:

- The Gillette Fusion ProSeries Thermal Scrub gently heats, hydrates and softens facial hair, making it easier to cut.

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- Gillette Fusion ProSeries Sensitive Face Wash uses a mild soap-free system with aloe vera to effectively clean without over-drying.
- Post shave, the Gillette Fusion ProSeries Intense Cooling Lotion instantly cools and hydrates the skin.
- Finally, Gillette Fusion ProSeries Instant Hydrator UV + SPF 15 Moisturizer immediately restores moisture and provides all-day hydration.

Availability:

Gillette Fusion ProGlide razors and Gillette Fusion ProSeries Skin and Shave Care will be available at food, drug and mass merchandise stores in North America beginning in June 2010.

Gillette Fusion ProGlide Manual and Gillette Fusion ProGlide Power will have a suggested retail price of \$10.99 and \$12.99, respectively. Gillette Fusion ProSeries products will have a suggested retail price range of \$6.99-\$8.99.

