



The **Gillette Fusion ProGlide Styler™** is a new, precision 3-in-1 styling tool that expands the brand's portfolio to serve the increasing number of men who trim and style their facial hair. More than 40% of men in North America and nearly 30% of men in Europe, the Middle East and Africa participate in this popular trend.

To get their look right, most facial hair stylers purchase multiple products including scissors, trimmers and razors, and undertake a sometimes frustrating and time-consuming process:

- This one precision tool replaces multiple purchases, leveraging world-class technology from two of P&G's most powerful male brands--a Braun-engineered trimmer and Gillette's most advanced razor blades—to help men master their facial hair style with ease.
- In conjunction with Fusion ProGlide Styler, Gillette will introduce Fusion ProGlide Clear Shave Gel, a non-foaming shave gel with a distinctly masculine fragrance that allows men to better see where to trim and edge their facial hair accurately.
- The product launch builds on Gillette's 110 years of experience designing men's grooming products that touch more than 800 million men and enables the brand to continue to meet the evolving needs of men to reach even more men, more completely.
- An integrated advertising campaign launching in February 2012 will feature three eclectic entertainment icons--musician and fashion designer André 3000 Benjamin, and actors Gael García Bernal and Adrien Brody--as true facial hair stylers who best represent "Masters of Style."

About Gillette Fusion ProGlide Styler Technology:

The Gillette Fusion ProGlide Styler is a combined wet and dry tool designed to help men style their facial hair trim evenly, shave closely and edge accurately. It features:

- Fusion ProGlide Blades, Gillette's most advanced razor blade technology, to help men achieve incredible closeness and comfort.
- A Braun-engineered power trimmer with three slim combs that maneuver effortlessly through hair, trimming evenly at three custom lengths.
- A precision edging blade that helps sculpt crisp, accurate and defined facial hair lines.
- A compact handle with ergonomic grips for maximum control, maneuverability and visibility while trimming, shaving and edging.

Availability:

Gillette Fusion ProGlide Styler and Fusion ProGlide Clear Shave Gel will be available in the razor aisle of a broad range of retail outlets beginning in North America in February 2012.



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