



Gillette's global brand ambassador Bruno Senna arrives in India

Formula 1 race driver and Gillette's global brand ambassador Bruno Senna steps on the Indian shores for the first-ever Formula 1 in India

Bruno, nephew of the world-renowned F1 champion, the late Ayrton Senna, brings his Gillette Fusion shaving experience to India



Mumbai, 25th October 2011: Arriving in India, nephew of arguably the greatest Formula 1 race driver of all time - Ayrton Senna, Bruno Senna, Gillette Fusion's global brand ambassador is all set to race for the first time on Indian soil. The Formula 1 race in New Delhi in October is the first-ever F1 race to be held in India and has already generated tremendous excitement among fans.

An enthusiastic Bruno Senna was equally happy on his maiden voyage to India, upbeat about his racing prospects for the season with Lotus Renault. As Gillette's global brand ambassador, Bruno was excited that the Gillette Fusion razor is NOW AVAILABLE in India.

Bruno Senna, Gillette Brand Ambassador and Formula One Lotus Renault GP driver; share his experience of Gillette Fusion, "In Formula One, precision is the key to success. The super fine tolerances between mechanical components and the constant effort to reduce aerodynamic drag and maximize downforce are major factors in any team's success"... "Gillette makes similar efforts to reduce friction when shaving and make it a more comfortable experience for all men. With the comfort of Fusion's 5 blades and the precision of 1, the Gillette Fusion shaving system is the best shaving technology in India currently."

"Like most guys, I like maintaining a clean shave. In fact, it even makes me more confident when I am racing. As Gillette's global brand ambassador, I am truly happy that now Indian men will also get to experience the comfort of a Gillette Fusion shave."

Also commenting on the Gillette Fusion shaving system, Sharat Verma, Marketing Manager, Gillette, said, "The launch of the Gillette Fusion range, which is Gillette's best shaving system in India is in line with our purpose of touching and improving more lives. The Fusion shaving system with five blades in front and a precision trimmer on the back is a step change vs Mach 3 and delivers Gillette's closest and most comfortable shave. Priced at just Rs.299**, Gillette Fusion Razor and Fusion Shaving Gel guarantee an unparalleled shaving experience through a next generation shaving technology at an affordable price. We are excited to have our international brand ambassador and Gillette Fusion loyalist Bruno Senna with us in India. Gillette has always been associated with winners and we are confident that Bruno will do exceedingly well in India. We wish him all the very best in India's first-ever Formula 1 race."

Gillette Fusion is the first shaving system for Indian men that offers the '**comfort of 5 blades** the **precision of 1™**' by combining revolutionary blade technologies in the front and on the back of a single shaving cartridge to deliver the best manual shave in India. Fusion system razor is available in retail outlets across the country at an attractive price of Rs 299** only. Fusion Hydra Gel is also available at Rs 299**. Gillette Fusion stands unique with its breakthrough 5 blade Shaving Surface technology and 1 precision trimmer for the tricky shaving areas, assuring an unparalleled shaving experience.

The Gillette Fusion razor includes a range of features designed to enhance comfort and precision while shaving. These include:

- **5 Blade Shaving Surface:** *Gillette Fusion features a breakthrough 5 blade Shaving Surface™ technology on the front of the shaving cartridge. The blades are spaced 30 percent* closer together than MACH3 blades. This creates a "Shaving Surface" that distributes the shaving force across the blades for significantly less irritation and more comfort.*
- **The Precision Trimmer™ blade:** *This is a single blade built into the back of the cartridge, allow men to easily trim sideburns, shave under the nose and shape facial hair.*
- **The new Flexible Comfort Guard:** *This feature follows the contours of the face to help the shaving surface comfortably shave closer.*
- **An Enhanced Indicator Lubrastrip:** *infused with Vitamin E and Aloe: fades from green to white, signaling when optimal shave conditions have been reduced.*
- **A new, modern razor handle:** *Provides enhanced ergonomics and gripping surfaces, enabling men to comfortably and safely shave with either the front or the back of the single shaving cartridge.*

The Gillette Fusion Hydra Gel

Fusion HydraGel's formula hydrates to soften hair and helps protect skin, so your razor can comfortably glide for an incredibly comfortable shave.

- **Reduces drag and create cushioning film under the blade**
- **Reduces friction**

The new Gillette Fusion range is now available in India at the following suggested introductory prices respectively.

- **Gillette Fusion Razor – Rs.299/-***
- **Gillette Fusion Hydra Gel 200 ml – Rs 299/-***
- **Gillette Fusion Hydra Gel 75 ml – 129/-***

*(All prices are MRP inclusive of taxes)



About Gillette India

Gillette India Limited (GIL) is one of India's well-known FMCG Companies that has in its portfolio GILLETTE MACH 3 TURBO, ORAL-B and DURACELL– world's leading brands and has carved a reputation for delivering high quality, value-added products to meet the needs of consumers. GIL's brands take pride in being socially conscious via their participation in project SHIKSHA, a national consumer movement that supports the education of underprivileged children in India. Please visit www.pg.com for the latest news and in-depth information about GIL and its brands.

*v/s Gillette Mach 3 Turbo

**MRP INR 299 inclusive of all taxes

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