



latest innovations

For the first time ever, Gillette Venus, a global leader in female shaving, and Olay, a global leader in skincare, are coming together to deliver a new gold standard in shaving with the new **Gillette Venus & Olay Razor**. Venus' five-blade technology shaves close while shave gel bars with Olay skin conditioners help lock in skin's moisture for less dryness.*

About Gillette Venus & Olay Razor Technology:

- Five progressively-aligned, spring-mounted blades adjust to women's curves for a more comfortable shave and fewer missed hairs, even over tricky shaving areas like knees and ankles.
- A thinner blade edge† means a lower cutting force is needed to remove hair, therefore less pressure on women's skin.
- Olay Moisture Bars contain skin-enhancing elements found in Olay products: Petrolatum helps lock in skin's moisture for less dryness* and Glycerin helps offer that goddess glow! Just wet the razor to release a light lather – no separate shave cream required.

* vs. Venus Breeze over time

† vs. Venus Original

- As with most Venus razors, new Venus & Olay Razor also features a rounded, pivoting head designed for women's curves, and a soft-grip ergonomic handle for confident control, even in wet and soapy environments.

Availability:

The Venus & Olay Razor will be available starting March 15, 2012 at food, drug, convenience and mass merchandise stores throughout the U.S.

Contacts

Laura Brinker
P&G Beauty
212.299.3796
brinker.le@pg.com

Courtney Smith
Marina Maher Communications
(PR Agency)
212.485.6885
csmith@mahercomm.com