



New **Gillette® Fusion ProGlide with FlexBall™ Technology** introduces an innovative second pivot specifically designed to keep the blades in contact with the curves of a man's face. FlexBall Technology adds a crucial third dimension to match a man's face, delivering an exceptional shave that gets virtually every hair, whether they're growing over a rounded cheek or hugging the tricky topography of the chin.

### **FlexBall Technology provides men with a completely upgraded shaving experience that can lead to long and efficient strokes and smooth results:**

- The FlexBall handle moves, adjusts and pivots to meet a man's face. This allows each cartridge to ride facial contours for more constant contact to help get virtually every hair – a top shaving need cited by 8 out of 10 men.\*
- In Gillette's pre-release testing, current ProGlide users preferred the new shaving experience 2-to-1 over the standard Fusion ProGlide.
- This advanced razor uses the same reliable cartridges, featuring Gillette's best blades with an Enhanced Lubrastrip and Streamlined Comfort Guard, along with an improved Precision Trimmer.
- The razor's more ergonomic grip provides precise control.
- FlexBall Technology builds on Gillette's history of shaving innovation. Gillette pioneered the pivot in 1977 with the Atra razor.
- Fusion ProGlide Sensitive Shave Gel complements FlexBall Technology by helping to prepare the skin for a smooth shave.

\*Among Fusion users

## About FlexBall Razor Technology:

Key features of the all-new Gillette® Fusion ProGlide with FlexBall Technology razor include:

- A reimagined handle that gives the cartridge a fuller range of motion, responding to contours and maintaining close contact to get virtually every hair.
- A more ergonomic grip that provides precise control.
- The same great replacement cartridges are available in a wide variety of sizes from packs of four, eight and up.

## Availability:

Manual and power versions of the Gillette® Fusion ProGlide with FlexBall Technology will be available at all major North American retailers beginning June 2014.



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