



latest innovations

Gillette Fusion ProGlide and **Gillette Fusion ProGlide Power** razors add a series of high-precision advancements to the breakthrough technology already in Gillette Fusion™, and the new, redesigned packaging is helping P&G reach its 2020 sustainability goal of reducing packaging per consumer use by 20%. The razors 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 redesigned pack for the new Gillette Fusion ProGlide in Western Europe uses 57% less plastic than the originally launched Fusion outer packaging and razor tray, while delivering the same performance and benefits for consumers as its predecessor Fusion:

- The redesign features a new razor tray and Be Green® Packaging’s bamboo, sugarcane and bulrush fiber-based materials, resulting in a 20% reduction in gross weight compared to the originally launched Fusion outer packaging and razor tray.
- The structure stays strong under compression, sealing and opening forces, and distribution and transportation stresses, while also maintaining a strong visual presence on the shelf.
- The new micro razor organizer is significantly smaller than its previous incarnation, contributing to an overall lighter pack and reduction in total packaging material.

- This P&G Future Friendly improvement has been achieved without compromising on the pack's visual appeal or functionality:
 - The pack provides great visibility and makes an excellent impression on shelf.
 - The premium look and feel reflect the razor's premium performance.
 - The razor is showcased in-pack.
 - The pack design protects against damage and theft.
 - The functional razor tray doubles as at-home storage.



About Gillette Fusion ProGlide Packaging Technology:

P&G partnered with Be Green® Packaging, a molded fiber supplier, to develop this breakthrough package for Gillette Fusion ProGlide and Fusion ProGlide Power razors.

- To minimize plastic, the innovative design uses fiber material made from bamboo, sugarcane and bulrush – stretching the boundaries of what moldable pulp can do, and delivering a breakthrough package out of fiber material.
- Like the Fusion packaging, this new ProGlide packaging is 100% free of Polyvinyl Chloride (PVC).
- The new razor tray and fiber-based materials reduce gross weight by 20% compared to the original Fusion outer pack and razor tray.

Availability:

Gillette Fusion ProGlide and Gillette Fusion ProGlide Power in P&G Future Friendly packaging has been available in food, drug and mass merchandise stores in Western Europe since the first quarter of 2011, and will launch in North America in 2012.

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