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## **GILLETTE® FUSION® MVP™ & GILLETTE® FUSION® POWER MVP™**

### **The Product:**

Gillette Fusion MVP and Gillette Fusion Power MVP feature the advanced technology of the Gillette Fusion five-blade shaving surface for unsurpassed comfort and proven performance on sensitive skin. Fusion Power is Gillette's most comfortable shave and Fusion MVP is available in manual or battery power, with a compelling modern color scheme.

The Gillette Fusion franchise has generated more than one billion dollars in sales by providing Gillette's most comfortable shave ever.

### **Features and Benefits:**

- Gillette Fusion and Gillette Fusion Power feature **5-Blade Shaving Surface™** technology for unsurpassed comfort and proven performance on sensitive skin.
- Fusion Power delivers **soothing micro-pulses** with incredible comfort. You'll barely feel the blades (versus Fusion Manual). When the power turns on, the razor moves so effortlessly, you'll barely feel the blades.
- A **Precision Trimmer blade** – perfect for those tricky places like sideburns, under the nose, and around facial hair.
- Gillette Fusion Power has Powerglide® blades – which provide incredible glide and comfort.
- Fusion Power's handle features an on-board microchip that provides consistent power, shave after shave.

- A **Low-Battery Indicator Light** signals when to change the AAA battery, so you always have power when you need it.
- **Automatic Shut-off** turns off the razor after about eight minutes in case of accidental activation, and protects the battery during travel.
- Fusion Power MVP features a steel blue handle with black accents to complement the power cartridge. The on/off button is flush with the razor handle to help prevent accidental activation or deactivation, and the Duracell® AAA battery is easy to insert and replace.
- Both razors feature an elastomer which surrounds the handles for a more secure grip and better control.
- The razors are shower-safe, allowing men to shave wherever they prefer.
- The **Flexible Comfort Guard** helps the shaving surface of the blade comfortably shave closer.
- An **Enhanced Indicator Lubrastrip** fades to white when you are no longer getting your optimal shave.

**Availability:**

Gillette Fusion MVP and Gillette Fusion Power MVP will be available at food, drug and mass merchandise stores in North America beginning in September 2009.

**Retail Price:**

The Gillette Fusion MVP razor and one cartridge will retail for approximately \$11.99.

The Gillette Fusion Power MVP razor, one cartridge and one Duracell AAA battery will retail for approximately \$14.99. Retail prices are at the sole discretion of the retailer.