

Timeline of Shaving Firsts

The following timeline highlights Gillette's shaving "firsts:"

- 1901 King C. Gillette invents the safety razor with disposable blades.
- 1903 Gillette manufactures the first safety razor. By year's end, Gillette sells 51 razor sets and 168 blades.
- 1904 Gillette receives the first U.S. patent on the safety razor and sales soar to 90,000 razors and 12 million blades.
- 1915 Gillette introduces the first women's razor: Milady Décolletée.
- 1932 Gillette introduces the Gillette Blue Blade.
- 1938 Gillette introduces the Gillette Thin Blade.
- 1946 Gillette introduces the first blade dispenser – the Gillette Blue Blade Dispenser – and eliminates the need to unwrap blades.
- 1957 Gillette introduces an adjustable razor with three settings – for light, medium and heavy beards.
- 1960 Gillette introduces the Super Blue Blade featuring a silicone coating.
- 1963 Gillette introduces a coated stainless steel blade – Gillette Super Stainless.
- 1969 Gillette introduces platinum chromium coating of blades, designed to enhance corrosion resistance.
- 1971 Gillette introduces Trac II, the first twin-blade shaving system.
- 1975 Gillette Daisy, the first disposable razor for women, hits store shelves.
- 1976 Gillette introduces Good News!, the first twin blade disposable razor for men.
- 1977 Gillette introduces Atra, the first razor with a pivoting head.
- 1985 Gillette introduces the first razor with a lubricating strip – Atra Plus.
- 1986 Gillette introduces the first disposable razor with a lubricating strip – Good News! Plus.
- 1989 Gillette introduces Sensor, the first razor with spring-mounted twin blades.
- 1992 Gillette introduces Sensor for Women with an ergonomically designed handle.

- 1992 Gillette launches Gillette Series line of shaving products with its signature Cool Wave fragrance.
- 1994 Gillette introduces SensorExcel featuring five flexible microfins for a closer shave.
- 1994 Gillette introduces the Wild Rain fragrance to the Gillette Series line of products.
- 1996 Capitalizing on the success of Sensor for Women, Gillette introduces SensorExcel for Women.
- 1996 Gillette adds Pacific Light fragrance to the line of Gillette Series products.
- 1998 Gillette's MACH3 shaving system, the first triple-blade shaving system, "breaks the performance barrier."
- 2000 Arctic Ice/Peak becomes the fourth fragrance in the Gillette Series male toiletries line.
- 2000 Gillette introduces Gillette Venus, a pioneering triple-blade shaving system designed specifically for how and where women shave.
- 2001 Gillette introduces MACH3Turbo featuring new blade edge technology that delivers the closest and most comfortable shave with less irritation, even when shaving against the grain.
- 2003 Gillette expands the successful MACH3Turbo line with the introductions of MACH3Turbo *G-FORCE* with a granite handle and MACH3Turbo Champion in race-car red.
- 2003 Gillette introduces the Passion Venus pink razor and the Venus Spa Collection in three luxurious spa-themed colors.
- 2003 Gillette introduces the premium triple-bladed Sensor3 disposable razor to the Sensor family of razors.
- 2004 Gillette introduces Venus Divine, the newest triple-bladed, high-performing shaving system for women that gives the closest shave even in sensitive areas.
- 2004 Gillette introduces M3Power – the first micro-powered wet shaving system for men – making it easier to shave more thoroughly with one easy power stroke.
- 2004 Gillette introduces the Sensor3 refillable triple-bladed shaving system to the Sensor family of razors.
- 2004 Gillette introduces Gillette Complete Skincare, a premium skincare line designed specifically for men.
- 2004 Gillette introduces Venus Vibrance, the first powered wet shaving system for women.

- 2005 Gillette expands the M3Power line with the introduction of the sleek black and green M3Power Nitro, inspired by high-performance vehicles.
- 2005 Gillette introduces MACH3 Comfort Gel, a shave gel with Anti-Friction properties to provide the best glide on the market.
- 2005 Gillette launches the Gillette Fusion™ shaving system with manual and power razors and a complete line of pre- and post-shaving products. Gillette Fusion razors are the first to feature innovative technologies both on the front and back of the blade cartridge, with a five-blade Shaving Surface™ on the front of the cartridge and a Precision Trimmer on the back.
- 2007 Gillette introduces Venus Breeze, the only 2-in-1 razor with built-in Shave Gel Bars, eliminating the need for separate shave cream or soap.
- 2007 Gillette expands the Fusion line with the introduction of Gillette Fusion™ Power Phantom™ in a sleek, black design.
- 2007 Gillette announces that three of the world's most widely respected and successful athletes – Tiger Woods, Roger Federer, and Thierry Henry – will take on a role as brand ambassadors: the Gillette Champions.
- 2008 Gillette expands the popular Fusion line with the introduction of Gillette Fusion™ Phenom™ and Gillette Fusion™ Power Phenom™. Along with the entire Fusion line, the Phenom razors provide the world's most comfortable shave in manual or in power, allowing guys to be phenomenal every day.
- 2008 Gillette introduces Venus Embrace, the most advanced female shaving system ever that delivers superior performance and represents the brand's biggest launch since the original Venus razor.
- 2008 Gillette announces the newest Gillette Champions ambassador — one of the best-known, most widely respected and successful athletes, Derek Jeter.
- 2008 Gillette and EA SPORTS™ announce strategic global partnership that will include the world's largest multi-sport gaming tournament, offering consumers the opportunity to compete against each other and their sports heroes.
- 2009 Gillette expands the popular Fusion line with the introduction of Gillette Fusion™ Gamer™ and Gillette Fusion™ Power Gamer™. Consistent with the shaving standards of the Fusion line, the Gamer razors provide the world's most comfortable shave. Both manual and power are available in a new, high-tech, white design.

###