

Gillette

Music plays.

Razor hero image appears.

Audio: The blades are the same, but shaving never will be.

Cut to razor waving razor.

Cut to close up of razor head waving.

Audio: Fusion ProGlide rebuilt with FlexBall Technology.

Cut to razor side by side on spinning wheel.

Audio: Makes maximum contact...

Cut to shave shot and on screen text.

Audio: ...and gets virtually every hair.

Audio: ProGlide blades improved by Flexball technology.

Cut to close up of razor head waving.

ON SCREEN TEXT:

Gillette

Fusion

PROGLIDE

WITH FLEXBALL TECHNOLOGY

Audio: And improved again by our new shave gel plus cooling skincare.

Cut to shave gel products

ON SCREEN TEXT:

NEW 2 – IN – 1

SHAVE GEL + SKIN CARE

Cut to endcard and on screen text

Audio: Gillette. The best a man can get.

ON SCREEN TEXT: GILLETTE. THE BEST A MAN CAN GET.