

GROOMING SHORTCUTS

Five Smooth Moves During The Holiday Season

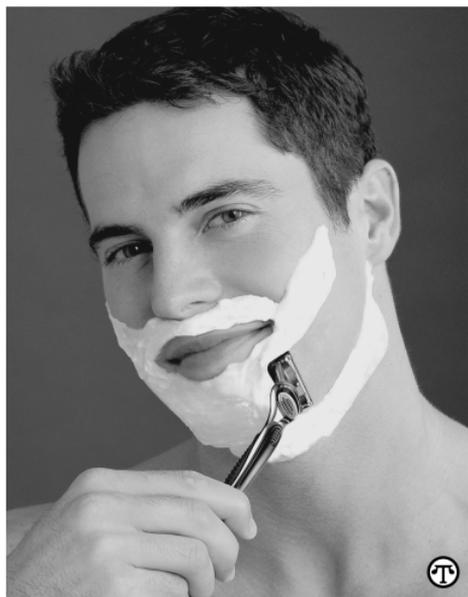
(NAPSA)—The holiday season can be stressful for guys, from finding a date for holiday parties to the awkward banter with your boss at the company get-together. One thing that can help is to make sure you always look your best. This season, you can relax and enjoy yourself with these five tips from Gillette Fusion, as part of your holiday season survival plan, for the best shave ever.

Shower, then shave before the holiday party! Although beard hair is as tough as copper wire, applying warm water causes hair to expand, making it softer and easier to cut. The force required to cut beard hair is reduced by almost 70 percent after a two-minute application of warm water.

Easy on the cocktails—but not on the shaving gel. Although water is the essential softening agent, the water absorbed by hair quickly evaporates. Shaving gel provides a protective blanket that prevents the evaporation of water and keeps beard hair soft during your shave. Additionally, the lubricating characteristics of shaving gel reduce friction between blade and skin, improving razor glide for a smoother shaving experience.

It's party season...lighten up! Use light, gentle strokes when shaving, for the closest and most comfortable shave. Rinse the razor frequently to prevent the buildup of hairs and shaving gel on the blade edges.

Make it easy on yourself. Shave cheeks, sides of face and neck first. The toughest whiskers



grow on the chin and around the lips. Shave these areas last, as more time soaking in shaving gel will soften them further.

Every good holiday party ends with damage control. After shaving, rinse your face and neck with cool water and pat dry. At the end of every shave, rinse the blade thoroughly and shake off excess water before storing. Do not wipe the blades; this can damage the fine shaving edge. Additionally, use an after-shave soothing agent such as Gillette Fusion Hydra Soothe After Shave Balm, which contains Aloe-rich hydrating emollients to comfort the skin after shaving.

Follow this advice, and use quality products such as Gillette Fusion razors, Hydra Gel and Hydra Soothe After Shave Balm, and you may be the smoothest man standing at your holiday party this year.