



## Edward Flex Fusion

Prepared By: Quantum Corp.





Its ok, just admit that having hair all over your body is socially awkward. Its not only socially awkward for you, but especially your partner. Edward is the all new adjustable Flex Fusion razor for men. At an adjustable 6 to 8 inches from tip to base Edward allows men to access hard to reach areas such as the back to remove unwanted hair. Why put in the time at the gym

if you can't show off your results because of unwanted hair? Do you swim competitively? If so, Edward Flex Fusion is the right tool for the job. Fusion5 razors feature five anti-friction blades for incredible comfort. Fusion5's advanced shaving system includes a Precision Trimmer for accurate edging, and a flexible Comfort Guard for added smoothness. All Fusion5 razors fit all Fusion5 ProShield, Fusion5 ProGlide, Fusion5 blades, and one extra blade on the other side for those tricky socially awkward spots around the face. Perhaps even a topiary of Barney is possible with the proper inspiration. Edward Flex Fusion is not only a quality product, but naturally creates the type of cross conversational pollination of dialogue necessary to drive consumer demand. Edward Flex Fusion is the next step in the evolution of shaving, and will allow Procter and Gamble's subsidiary Gillette to continue its legacy remaining the leading competitor in the market segment. Procter and Gamble competes in Shave Care and Appliances. In Shave Care, Procter and Gamble's Gillette is the global market leader in the blades and razors market. Global blades and razors market share is nearly 65%, primarily behind the Gillette franchise including Fusion, Mach3, Prestobarba and Venus cornering over 20% of the global men's shavers market. The Company is excited to have developed and potentially help bring this product to market facilitating the creative advertising dialogue around Edward Flex Fusion necessary to drive demand. As the Company takes the next step in its transition implementing the Air Time for Equity mindset employees should be aware that all ideas with modest insight and development can potentially become market moving innovations, and are encouraged to create when inspired.

