



THE WORLD'S FIRST RAZOR DESIGNED TO SHAVE SOMEONE ELSE

#### INSTRUCTIONS FOR USE:



1 Apply gel liberally to face and neck. Gel will remain clear.



2 Wait 30 seconds before shaving to help hydrate and soften the hair.



3 Remove protective overcap from razor cartridge. Hold razor with finger placed on the round, white handle as shown.



4 Shave using light, gentle strokes. Reapply shave gel as needed during the shave. Any remaining shave gel can be used as an aftershave.



5 Remove cartridge by squeezing side arms and dispose product in accordance with local protocols.



#### BLADE WITH SAFETY COMB

This Gillette blade is equipped with a safety comb to help protect against nicks and cuts, with an open design to prevent clogging.

#### ERGONOMIC HANDLE

The unique handle design provides great comfort and control for caregivers and those being cared for.

#### SHAVE GEL

Conveniently built into the handle, this special non-foaming gel hydrates the hair and lubricates the skin for a comfortable, mess-free shave. It can also be used as an aftershave.

Gillette TREO is available in the men's shaving aisle at Shoppers Drug Mart and Rexall stores across Canada. The suggested retail price for a Gillette TREO 4-count pack is \$12.99 and Gillette TREO 8-count pack is \$22.99.



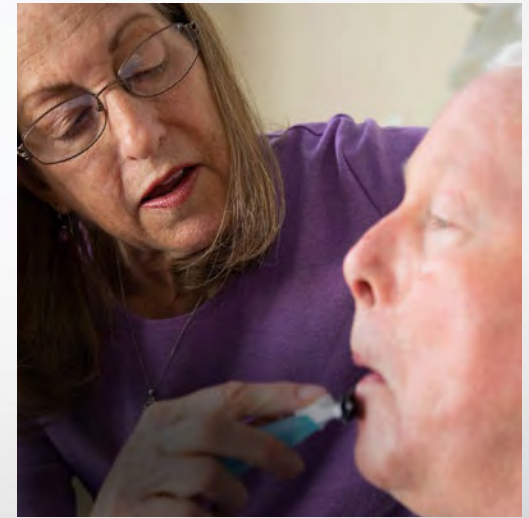
# **Gillette®** A RAZOR DESIGNED WITH CAREGIVERS IN MIND

## **TREO**

There have been over 4,000 razors designed for shaving yourself. None have been specifically designed to shave someone else – until now. Gillette TREO is the first of its kind, a unique razor we designed for caregivers and their loved ones.

We heard from sons taking care of their elderly fathers, wives taking care of their husbands, fathers taking care of their daughters, mothers taking care of their sons – and the frustrations that they had with shaving led us to pull apart the razor as we knew it and rebuild it from the bottom up. So we designed a razor with a unique blade that helps protect their gentle skin, an ergonomic handle for better control, and the convenience of a built-in special shave gel, that removes the need for water and can even be used as an aftershave. Now caregivers can confidently shave their loved ones anywhere, even away from the sink.

Time Magazine awarded Gillette TREO 2018 **Innovation of the Year** in the accessibility category and Fast Company called TREO **'A Masterpiece of Inclusive Design'**. Now those in need of assistance can receive a comfortable, high-quality shave.



"Love, love, love these razors. These are amazing for shaving my developmentally disabled son safely. They get the closest shave I've ever been able to get without cutting him.

**-JESSICA L**



"This is honestly so much better and easier to use than a traditional razor and cream. It's not nearly as messy and it really helped with no nicks or cuts. My dad said it felt a lot better and that he appreciates it."

**-JOHN D**