Introducing the new miracle of fusion.

A revolutionary technology and a unique idea come together...

...to create new Gillette Fusion.

Until now, pressure caused irritation. Fusion has five blades, spaced closer together to reduce pressure...

...with less irritation and more comfort

Flip Fusion over: a precision trimmer for those tricky places.

The comfort of five blades, the precision of one.

The best shave ever.

In manual or battery powered. New Gillette Fusion.
Stand in the place where you live
Now face North
Think about direction
Wonder why you haven't before
Now stand in the place where you work
Now face West
Think about the place where you live
Wonder why you haven't before

If you are confused, check with the sun
Carry a compass to help you along
Your feet are going to be on the ground
Your head is there to move you around, so

Stand in the place where you live
Now face North
Think about direction
Wonder why you haven't before
Now stand in the place where you work
Now face West
Think about the place where you live
Wonder why you haven't before

Your feet are going to be on the ground
Your head is there to move you around
If wishes were trees, the trees would be falling
Listen to reason
Season is calling

Stand in the place where you live
Now face North
Think about direction
Wonder why you haven't before
Now stand in the place where you work
Now face West
Think about the place where you live
Wonder why you haven't before

If wishes were trees, the trees would be falling
Listen to reason
Reason is calling
Your feet are going to be on the ground
Your head is there to move you around

So stand (stand)
Now face North
Think about direction
Wonder why you haven't
Now stand (stand)
Now face West
Think about the place where you live
Wonder why you haven't

Stand in the place where you live
Now face North
Think about direction
Wonder why you haven't before
Now stand in the place where you work
Now face West
Think about the place where you live
Wonder why you haven't before

Stand in the place where you are (now face North)
Stand in the place where you are (now face West)
Your feet are going to be on the ground
(stand in the place where you are)
Your head is there to move you around, so stand