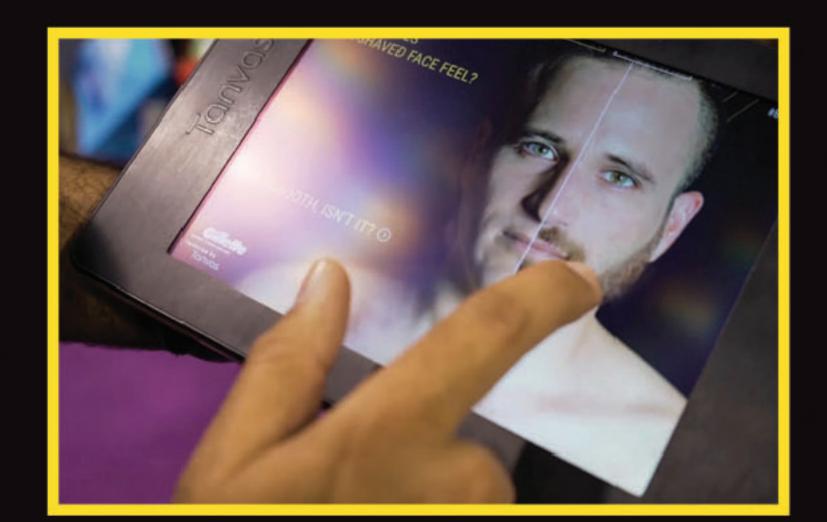
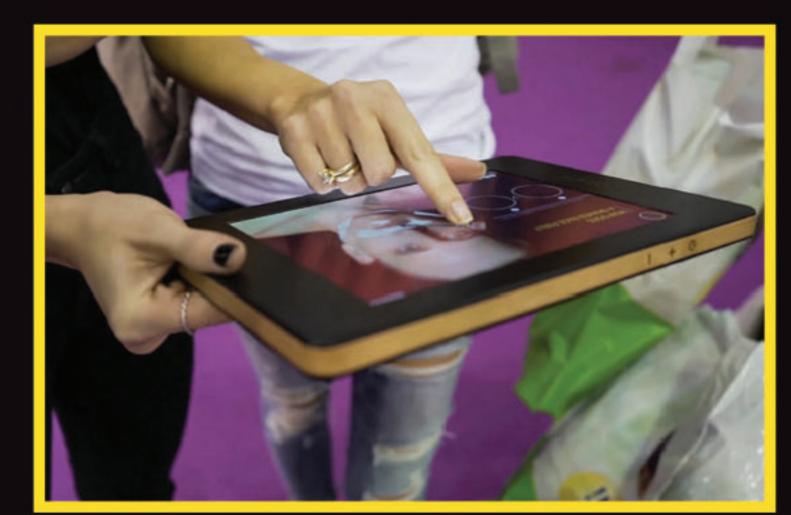
## Gilene Bay/ace THE FIRST-EVER TEXTURE SCREEN!

USING REVOLUTIONARY TECHNOLOGY TO SHAVE MEN















## THE PROBLEM

Beard fashion was bad for Gillette And for babies... whose only language is touch.

Research proved that soft warm contact is essential for development.

Convincing dads to sacrifice their beards by launching the first-ever skin to surface haptics campaign. Haptic technology uses electrostatic forces to manipulate the friction between finger and screen.

## THE SOLUTION

Tablets featured in maternity wards, birth classes and baby-fair enabled expecting parents to contrast the scratch of a beard stubble vs. a clean-shaven face, just as a baby would.



("Gillette understands me")

