

# SIGN OF THE TIMES

## Shaving Face — Past, Present, Future

(NAPSA)—Although facial hair trends come and go, shaving remains central to a man's grooming routine. On the occasion of The Gillette Company's centennial, the Company's MACH3 shaving experts were challenged to select the three most enduring men's looks of the past 100 years.

### From Pencil Thin to Full and Fabulous

The experts cited the moustache as the third most popular look for 20<sup>th</sup> century men. In the 1920's and 30's, Douglas Fairbanks, Rudolph Valentino and, of course, Clark Gable as Rhett Butler set the style for men with their pencil-thin moustaches. As the years passed, moustaches have become more flowing and luxuriant, whether Robert Redford's in "Butch Cassidy and the Sundance Kid" or Tom Selleck as "Magnum P.I."

### Is it Five O'Clock?

Coming in second is the carefully-cultivated stubble. First popularized in the 60's—most spectacularly by Peter Fonda and Dennis Hopper in 1969's "Easy Rider"—stubble was sexy again in the 80's with the help of pop singing sensation George Michael. Even today, Hollywood's hottest leading men are wearing the five o'clock shadow. Russell Crowe's unshaven look of "benign neglect" at this year's Golden Globe Awards is a sure sign that stubble never goes out of style.



### The All-American Look

But regardless of the whims of fashion, the well-groomed look has never been eclipsed as the most popular choice among men. It began its most recent comeback in the 1980's, with Michael Douglas' role as business tycoon Gordon Gekko in the box office hit "Wall Street." Today, the carefully groomed look he sported is still the norm for businessmen, despite the increasing popularity of "business casual."

### The Future of the Chinky-Chin-Chin

As we make our way through the 21<sup>st</sup> century, what will emerge as the new look? Only time will tell, with such closely-watched style "chameleons" as Brad Pitt, Samuel L. Jackson and Tom Cruise changing their looks almost weekly. But whether sporting a shadow beard, cultivating a moustache or maintaining a smooth and clean look, millions of men will continue to turn to MACH3, the world's most popular razor, each morning as they prepare to face the world.