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JOB-SEEKERS: UPDATE YOUR LOOK BEFORE YOU UPDATE YOUR RESUME

*New Gillette Survey of HR Professionals Reveals that Well-Groomed Guys
Have an Edge in the Job Market*

NEW YORK, September 14, 2009 – In an era when unemployment rates are soaring to near record highs, male job seekers may be more successful if they update their appearance along with their resume. Results from a recent survey of more than 500 HR professionals—commissioned by [Gillette](#)[®] [PG] and conducted by Harris Interactive[®]—indicate that 84% of HR professionals agree that [well-groomed](#) employees climb the corporate ladder faster than those who are not well-groomed. When it comes to first impressions, ninety percent of HR professionals place more importance on being well-groomed than even a firm handshake.

“How you look has a direct impact on how you feel, your confidence and self-esteem,” says Mark Jeffries, business consultant, communications expert and author of the best-selling book, *What’s up with your handshake?* “This is as true for guys actively seeking a job as it is for those who are currently employed and seek a competitive advantage. At the same time, seemingly small details, like a clean shave or a great-fitting—but not necessarily expensive suit—send important visual cues to others about your professionalism and confidence.”

Almost two-thirds of HR professionals surveyed believe that a candidate’s physical appearance is important in distinguishing them from other job candidates, and more than 90% agree that a candidate who takes the time to be well-groomed projects confidence. On the other hand, when a candidate arrives unkempt for a job interview, HR professionals conclude he shows a lack of professionalism and more than half believe he is not interested in the position. Despite this information, HR professionals still report that nearly one in five employees, on average, is not well-groomed.

A [clean-shaven](#) face was identified specifically as a critical grooming cue. HR professionals cited facial stubble as one of the biggest red flags when meeting a job candidate for the first time, while 83% percent said that being clean-shaven is at least somewhat important in making a good first impression. Other

major areas of concern for HR professionals include body odor or sweat stains, and wrinkled and inappropriate or ill-fitting clothing.

Jeffries notes that, “Whether you’re actively job searching or currently employed, you never know when the next opportunity will present itself. You can run into a potential employer at the gym or on your way to the store, so it’s really important to look and feel your best at all times.”

Gillette offers an entire line of high-performance male grooming products at an affordable price to give guys a competitive edge during job interviews. Gillette’s full range of male grooming products includes: [Gillette Fusion®](#), [Gillette Series Shave Gels](#), [Gillette Styling](#), [Gillette Clinical Strength anti-perspirants and deodorants](#), [Gillette Clear Shield anti-perspirants and deodorants](#) and [Gillette Hydrating Body Washes](#).

“At Gillette, we understand the competitive nature of today’s job market and want to provide men with the tools to look their best, giving them the confidence to step up even if they may be doubting themselves,” said Thom Lachman, Vice President, North America Grooming, P&G.

Today, Gillette launched the Gillette Career Advantage on Gillette.com (www.Gillette.com/CareerAdvantage). There, job seekers and professionals looking to get ahead can review expert advice from Mark Jeffries and *GQ* style correspondent, Brett Fahlgren, take the Gillette Career Quiz and view the Hire Guide to see what HR professionals really think. The Gillette Career Advantage is designed to help guys, providing them with the tools, information and advice needed to rise above the competition in today’s competitive job market.

For information about Gillette products or to review the complete Harris Interactive Survey and obtain advice from grooming and career experts, please visit <http://www.GilletteResourceCenter.com>.

About P&G Grooming

P&G Grooming helps men throughout the world look, feel and be their best. P&G’s recent purchase of The Art of Shaving(R) and the super-premium men’s skin care line Zirh(R) strengthen its position as the world’s premier Male Grooming Company. The acquisition of these premium male grooming and skincare brands expand P&G’s presence in the prestige grooming category, which complements its strong

portfolio of mainstream male grooming brands, including Gillette(R), Braun(R), Old Spice(R) and as well as an impressive collection of leading male fine fragrances.

About P&G Beauty & Grooming

P&G Beauty & Grooming products help make beauty dreams real for women worldwide and help men look, feel and be their best everyday. With more than 100 brands available in nearly 130 countries, P&G's beauty and grooming products delivered sales of nearly \$28 billion in fiscal year 2007/08 , making it one of the world's largest beauty and grooming companies. P&G Beauty & Grooming offers trusted brands with leading technology to meet the full complement of beauty and grooming needs, including Gillette®, Braun ®, Old Spice®, The Art of Shaving®, Zirh®, Pantene®, Olay®, Head & Shoulders®, Max Factor®, Cover Girl®, DDF®, Frederic Fekkai®, Wellaflex®, Rejoice®, Sebastian Professional®, Herbal Essences®, Koleston®, Clairol Professional®, Nice 'n Easy®, Venus®, SK-II®, Wella Professionals®, and a leading Prestige Fragrance division that spans from point of market entry consumers to high end luxury with global brands such as Hugo Boss®, Lacoste®, and Christina Aguilera®. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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