



AESTHETIC AND COSMETIC DERMATOLOGY (LASERS SEPARATE CATEGORY)

TECHNICALLY-MEASURABLE REDUCTION IN SKIN IRRITATION WITH A NOVEL PREMIUM RAZOR TECHNOLOGY

L Knight⁽¹⁾ - E Moran⁽²⁾ - K Cowley⁽¹⁾

Procter&gamble, Gillette Male Grooming, Reading, United Kingdom⁽¹⁾ - Procter&gamble, Gillette Male Grooming, Boston, United States⁽²⁾

Background: In wet shaving, one of the key unmet needs for the male consumer is that of avoidance of irritation, with over 70% of consumers reporting some form of skin irritation after shaving.

Objective: To assess novel protocols using various investigative techniques, such as Full-Field Laser Perfusion Imaging (FLPI), to assess the impact of shaving products on skin condition. This research is presented in the context of a novel razor technology which is designed to reduce shaving irritation, particularly in those individuals who consider themselves to have sensitive skin.

Materials and Methods: 20 male wet shavers were recruited to take part in the studies. Technical measurements related to shaving irritation were taken before and after repeated daily shaving with two different premium system razors. Changes in blood flux were calculated and compared between the two razor products.

Results: It was found that the novel shaving technology significantly reduced both self-perceived and technically-measured skin irritation, compared to a leading marketed control.

Conclusions: This research has demonstrated that the new razor technology is able to deliver benefits in subjective and objective skin irritation, directly attributable to the novel design.

