



PRESS RELEASE

Gillette Launches New NFL Salute To Service Razor In Support Of Tragedy Assistance Program For Survivors (TAPS)

Generous \$250,000 donation honors our nation's military heroes and their families with nationwide release of popular camouflage razors

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WASHINGTON — The **Tragedy Assistance Program for Survivors (TAPS)**, the leading voice for our nation's surviving military families, is honored to be working with Gillette to unveil the GilletteLabs NFL Salute to Service Razor. Adorned with the official NFL Salute to Service camouflage design, the razor pays heartfelt homage to service members, veterans, and their families. To underscore Gillette's century-long connection to the U.S. military, GilletteLabs is donating \$250,000 to TAPS through the NFL's Salute to Service.

"We are grateful for Gillette's profound commitment to those who have made the ultimate sacrifice in defense of freedom," said Bonnie Carroll, President and Founder of TAPS. "Gillette's support not only strengthens our mission, it provides vital resources to grieving military families during their most challenging times. Gillette's dedication will create lasting bonds of support for bereaved military children through our TAPS Military Mentor program. Together, we honor our fallen heroes and provide comfort to those who miss them every day."

Gillette's legacy in supporting the U.S. military dates back to World War I, when Gillette first produced shaving tools for servicemen. During World War II, Gillette's Boston plant halted all nonessential production to manufacture critical airplane parts, ammunition, and "hot kits" for POWs. Gillette's support continues now with a donation to TAPS through the NFL's Salute to Service initiative.

"Gillette's military heritage runs deep, and this razor is a reinforcement of our appreciation of those who have served and continue to serve," said John Claughton, Vice President of Grooming for Gillette North America. "With the GilletteLabs NFL Salute to Service razor, we're honored to also support the incredible work that TAPS provides for military families through NFL Salute to Services. As Veterans Day approaches, we encourage consumers to join us in saluting the best with Gillette."

Gillette's contribution will directly support the **TAPS Military Mentor program**, facilitating one-to-one mentoring for military children and teens who have lost a loved one and establishing connections with current or veteran military personnel. TAPS remains dedicated to its mission of building strong communities through innovative, evidence-based programs that provide comfort, care and community. This additional funding will significantly enhance our ability to support surviving families in their time of need.

The GilletteLabs NFL Salute to Service Razor is available in the U.S. at Walmart.

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ABOUT GILLETTE

For 120 years, Gillette has delivered precision technology and unrivaled product performance — improving the lives of over 800 million consumers around the world. From shaving and body grooming to skin care and sweat protection, Gillette offers a wide variety of products including razors, shave gel (gels, foams, and creams), skin care, aftershaves, antiperspirants, deodorants, and body wash. For more information and the latest news on Gillette, visit [gillette.com](https://www.gillette.com). To see our full selection of products, visit [gillette.com/products](https://www.gillette.com/products). Follow Gillette on X (formerly known as Twitter), Facebook, and Instagram.

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ABOUT SALUTE TO SERVICE

Salute to Service is the NFL's year-long initiative to honor, empower, and connect our nation's service members, veterans, and their families. Since 2011, this effort has raised more than \$58 million for military and veteran support organizations such as the Bob Woodruff Foundation (BWF), Pat Tillman Foundation (PTF), Tragedy Assistance Program for Survivors (TAPS), United Service Organizations (USO) and Wounded Warrior Project® (WWP). For more information on Salute to Service, visit [NFL.com/Salute](https://www.nfl.com/Salute).

ABOUT TAPS

TAPS is the leading national organization providing compassionate care and survivor support services for the families of America's fallen military heroes. Since 1994, TAPS has offered support to all those grieving the death of a military loved one through peer-based emotional support, connections with grief and trauma resources, grief seminars and retreats for adults, Good Grief Camps for children, casework assistance, connections to community-based care, online and in-person support groups, and the 24/7 National Military Survivor Helpline, all at no cost to surviving families. For more information, please visit [TAPS.org](https://www.taps.org) or call 202-588-TAPS (8277).

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