

HIGHLY EVOLVED

As technology marches on, true champions make sure that they have the finest kit at their disposal. Here's how the world has changed, and how your grooming routine can keep pace



1

1960 v 2008
Technology has boosted serve speeds by a blistering 11%



2

1971 v 2008
Modern racing bikes beat '70s versions by more than 250m



4

1998 v 2008
Today's elite golfers use improved kit to drive over 700m



3

1977 v 2008
High-tech swimming gear shaved seconds off world records



5

FUTURE PERFECT
Gillette Power Fusion is today's gold standard in shaving technology

1998's
Gillette
Mach 3

THEN AND NOW

1. 1960s Smash and fab

Tennis is a game based around agility, speed, brilliant hand-eye coordination and – for the ultimate final polish – superb kit. With the heavy wooden racquets of the late '60s, the fastest recorded tennis serves were around 140mph. Forty years on, the bar has been raised by to a blistering 155mph by champion athletes like Roger Federer, using light, powerful, modern racquets. The shaving equivalent in the '60s was the Gillette Adjustable Razor Super-108. Great in its day, but the arrival of today's Fusion Power Stealth, with better blades to give a closer, faster shave puts you leagues ahead.



2. 1971 Easy riding

Weight and aerodynamics are essential to world-class cycling. In 2008 the hour record stands at 49,700km. Back in '71, 49,431km was deemed extraordinary. That extra 269m is an incredible refinement, down to great champions on even better bikes, such as the lightweight Dolan Stryke, pictured. In 1971 the equivalent razor was the Trac II. A great for its time, bathroom champions who upgrade to the Fusion Power Stealth now also get features like a blade on the back for precision trimming – a bold technological advance to keep you ahead of the game.



3. 1977 Striking out

The introduction of technology has had a more profound effect on swimming than almost any other sport. Records have been shattered in the 21st-century, thanks to the introduction of Speedo suits, which improve the movement of the athlete through the water. Consider the numbers: the 200m freestyle record is now 1:43.86, nearly seven seconds faster than the Olympic gold time of 1:50.29 in 1976 Games. The 1977 Gillette razor was the Atra – as with swimming gear it has now been upgraded. The Fusion Power Stealth's pivoting heads give incredible smoothness over your face's contours.



4. 1998 Swing to action

Golf clubs in the late '90s were all about brute size and force. These days the name of the game is smart technology, to give precision along with power. In champion hands and in non-match conditions, the clubs of the 21st century have been capable of driving an incredible 720 yards – 40 yards further than was possible in the '90s. Of course, in 1998 we were all shaving with the Gillette Mach 3. A classic of its day, it is now trumped by the Fusion Stealth, with its improved control handle that allows much greater responsiveness while you shave.



5. 2008 Think power

In all areas of life, putting great technology into the right hands reaps incredible dividends. Why should shaving be any different? The Fusion Power Stealth is an elite shaver of today and features five blades designed to distribute the shaving force across the blades to give a more comfortable shave. Bring the future home today.



1 Wilson K Six-One Tour, 2008 - RRP £169.95, wilsontennis.com
 2 Dolan Stryke 2008/09 - RRP £3,000, dolan-bikes.com
 3 Speedo Iconic LZR Racer, 2008 - RRP £320, speedo.com
 4 Nike SQ SUMO2 5900 driver - RRP £320, nikagolf.europa.com
 5 Gillette Fusion Power Stealth - RRP £9.99, gillettechampions.com