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Intro to Sociology

Writing assignment 7: Gener and Hygiene Products

The items I chose were razors. For this, I went onto CVS’s website and chose the two most-like models of razors. For a fair comparison between razors for men and razors for women, particularly when comparing price, I came up with a list of requirements that both products had to follow. The list was as follows, for sensitive skin, three bladed, have a lubricating strip, from the same company, disposable and packs of three. For men I chose the “Gillette Mach3 Sensitive 3-Blade Disposable Razors” which costs $10.49 (as of writing) [2] and for women I chose the “Gillette Venus Sensitive 3-Blade Disposable Razor” which also costs $10.49 (as of writing) [1].

What are the similarities between the two products?

Everything about the two razors are similar so a more accurate comparison can be made. Especially since it’s commonly found that men’s razors are less expensive than women’s razors. Which just so happened to not be the case between these two products (I did not do this on purpose and only noticed the coincidence once I started going through the product page and writing the paper). This was the driving force for selecting razors from the same store, the same company, with the same number of blades per razor, same number of razors per pack, and similar other features, so that I could note the difference in price and talk about how women pay more for beauty products, but that was not the case with these razors.

What are the differences between the two products?

Some of the most significant differences between the razors is that the description of the women’s razor is about twice as long as the men’s, the men’s razor’s packaging is 0.02lbs heavier (0.16lbs for men’s and 0.14lbs for women’s). Furthermore, the description for the women’s razor has things like, “…SkinElexir lubrastrip with Aloe for glide, deliver a close shave with ease and comfort” [1] versus the men’s “…and an indicator lubrastrip, which fades white to let you know when shave is no longer optimal” [2].

What do the differences between these products tell you about the gender binary?

The differences between the two products tell you what each (stereotypical) sex looks for in a product. The men’s razor tells the user when the shave will not be as good, that it’s “great for sensitive skin” [2], and will provide a nice, close shave, which is all a guy would case about. The women’s boasts the color “The ergonomic pink and white handle is…” [1] reflecting how looks are important to women. The women’s razor also throws around buzz words like “Aloe”, “SkinElixer” (whatever the hell that means) and “Dermatologist tested” to further advertise the expected quality of the shave and gentleness for sensitive skin.

References

[1] “Gillette Venus Sensitive 3-Blade Disposable Razor.” *Gillette Venus Disposable Razors*, www.cvs.com/shop/gillette-venus-sensitive-3-blade-disposable-razor-prodid-1010304. Accessed 29 July 2023.

[2] “Gillette Mach3 Sensitive 3-Blade Disposable Razors.” *Gillette Mach3 Disposable Razor - Sensitive*, www.cvs.com/shop/gillette-mach3-sensitive-3-blade-disposable-razors-prodid-1010308. Accessed 29 July 2023.