P&G WOMEN WHO NEVER ASKED PERMISSION

Ferdinando Frega — Nando the Scribe



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GILLETTE BRAZIL — 100 WOMEN WHO NEVER ASKED PERMISSION

Gillette Trailer 20 — Nando the Scribe

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A witness document. Written before knowing.

They were born between 1985 and 1997, in Rio, São Paulo, Salvador, Recife, Brasília, Fortaleza.

They never asked permission to exist.

Part I. Opportunism

Rafaela — Rio, 1985. She says luck only comes to those who know how to dress it properly.

Juliana — Rio, 1986. She smiles as if grateful, but she is only calculating the next move.

Marina — São Paulo, 1993. She knows that opportunism, when well-dosed, looks very much like intelligence.

Part II. Beauty and Medicine

Juliana — Salvador, 1986. She doesn't call the surgeon “doctor.” She calls him “artist.”

Larissa — São Paulo, 1989. She believes surgery is a prayer directed at the mirror.

Larissa — Rio, 1997. She says aesthetic surgery is the only field where Brazilian women truly command.

Part III. Money, Success and Favelas

Paula — São Paulo, 1990. Raised in a favela, today she owns three boutiques. But she still speaks with the eyes of someone who knows how to count bread.

Juliana — Salvador, 1996. She left her dirt road for marble, but still walks carefully.

Part IV. Children and Dissacrated Men

Juliana — Rio, 1990. She says the father of her children is a useful parenthesis in the biography.

Larissa — Rio, 1997. She says male love is seasonal. Maternal love, climatic.

Final Reflection

When Vasco da Gama set foot on those shores, he thought he had found a new route.

He did not know that the true miracle was not the land, but who inhabited it.

In Brazil, woman is not conquest. She is horizon.

She belongs to no one, not even herself — she changes form, voice, destiny — and always remains at the center.

Vasco believed he had discovered a continent.

In reality, he had only met the reclaimed female — the one who creates and destroys with the same grace, who dominates without raising her voice, who transforms survival into beauty and beauty into power.

Since then, Brazil has never been a place.

It has been a woman who resists time, dressed in sun, faith, and irony.

Written by Ferdinando Frega — Published June 26, 2026

This document was written before July 1, 2026.

Before knowing that Gillette's first female CEO would be Brazilian.

This is not coincidence. This is narrative arriving before the news.

To Juliana Azevedo — welcome to a story that was already waiting for you.

Author's Note

Everything is born from a woman — history teaches us this. Everything changes because of a woman. And everything ends because of a woman, in the moment she leaves. These are three relational and social movements. The three blades that govern the world. My mother is proud.

Ferdinando

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