

# GILLETTE DEPRESSION

Ferdinando Frega — Nando the Scribe

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When you spend a lifetime inside a brand, your identity gets amplified by the power of that name. You stop being just yourself — you become the company, wherever you go, whatever room you walk into.

And then one day it ends. Retirement, a buyout, a restructuring, an early-exit incentive, polite as a pat on the back. The wind shifts, and nobody tells you exactly when.

That’s when depression arrives. Not because the money stops. Because society no longer recognizes him.

He walks into the same rooms, and the room doesn’t turn anymore. The name that used to open every door now opens nothing, because the name was never his — it was borrowed, on loan for as long as the badge worked.

And here’s the detail nobody wants to say out loud: under “profession” they will write employee, salesperson, agent, manager. But they will never write the name of the company.

Decades spent building a life inside someone else’s name, and that name doesn’t even survive you on paper.

***Note: GILLETTE NARRATIVE. SINGLE OWNER.***

**Ferdinando**

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