



BIC® LAUNCHES INNOVATIVE FLEX 5 RAZOR FOR MEN

October 1, 2014 - BIC has announced the launch of its new BIC® Flex 5 disposable razor, featuring five flexible blades that deliver BIC's closest shave. Shaving has become an integral component of men's grooming routines, and Flex 5 delivers all the razor features they need to look their best.

In addition to its five blades, the highly anticipated BIC Flex 5 razor also features a uniquely designed handle with a balancing sphere, which adds weight for better shave control. The head, which includes a lubricating strip, pivots 40° and features a precision edging blade that helps shave in difficult spots, such as under the nose and around side burns.

The launch of the Flex 5 and its supporting communication program will be BIC's biggest men's razor launch in North America to date.

"The Flex 5 is BIC's most innovative men's razor, delivering our closest shave yet," said Meghan Barbosa, Brand Manager – Shavers, BIC Consumer Products USA. "It's our goal to help men shave smarter, and with the new Flex 5, they can be confident that they are getting all of the features they need for optimal shave performance at a slick price."

The BIC Flex 5 includes:

- Five flexible blades that deliver an ultra-close shave
- A sleek, modern handle with balancing sphere that adds weight for better shave control
- A head that pivots 40° to help shave difficult spots
- A precision edging blade
- A lubricating strip with aloe and vitamin E for a smooth glide

Flex 5 is available in a 2-pack and has a suggested retail price (SRP) of \$6.79.

About BIC Consumer Products USA:

BIC Consumer Products USA (www.bicworldusa.com) is a leading manufacturer of stationery products, lighters and shavers. BIC men's and women's razor portfolios offer innovative solutions that provide an ultra-smooth shaving experience and honor BIC's commitment to providing high- quality, affordable products to consumers everywhere for more than 50 years. Through this unwavering dedication, BIC has become one of the most recognized brands in the world today, delivering "More for your Money...Always!"