



## **GET READY TO GLOW WITH THE NEWEST ADDITION TO THE BIC® SOLEIL® PORTFOLIO OF RAZORS**

**January 28, 2014** - Warmer weather is right around the corner, and women everywhere can flaunt their beach-ready legs thanks to the newest addition to the BIC Soleil portfolio of razors, BIC® Soleil® Glow™.

“What’s unique about Soleil Glow is the Comfort Shield™ head, which evenly distributes pressure and glides over the skin to provide a silky, smooth shave,” said Linda Palladino, Senior Brand Manager – Women’s Shavers, BIC Consumer Products USA. “This helps protect the skin from irritation, which, along with glide, is one of the most important attributes for women when selecting a razor.”

In addition, BIC Soleil Glow offers:

- Three (3) flexible blades that individually adjust to curves
- Lubricating strips with Vitamin E and Aloe to pamper skin
- Pivoting head and rubber grip for ultimate comfort
- Three (3) pastel colored handles in every pack

Available in January 2014, BIC Soleil Glow has a suggested retail price of \$6.97 for a package of three triple-blade razors.

### **About BIC Consumer Products USA:**

BIC Consumer Products USA ([www.bicworldusa.com](http://www.bicworldusa.com)) is a leading manufacturer of stationery products, lighters and shavers. Since its founding more than 50 years ago, BIC has honored the tradition of providing high-quality, affordable products that are accessible to all. Through this unwavering dedication, BIC has become one of the most recognized brands in the world today, delivering “More for your money...Always!”