



BIC® SHAVERS CELEBRATE 40TH ANNIVERSARY: FROM REVOLUTION TO TECHNOLOGY

June 29, 2015 - 40 years ago with the launch of the BIC® Classic shaver, BIC transformed the shaving market by offering for the first time a non-refillable shaver that provided high quality combined with maximum safety. Simpler, more practical, cleaner.

In 2015, BIC has become a key player in the shaving market, n°1 in volume in the United States in the non-refillable shaver segment, where BIC has just launched BIC® Flex 5™, its first five-blade shaver.