



## **BIC® SOLEIL® SPINS UP OPTIMISM WITH CELEBRITY MASTER TRAINER HOLLY RILINGER**

**December 20, 2016** - On Tuesday, 20-SEP-2016, BIC partnered with celebrity master trainer Holly Rilinger and Flywheel indoor cycling studios in New York City to introduce BIC® Soleil Shine® women's razors to journalists from national news outlets and influential blogs. The event took place on the official last day of summer, an ideal time for BIC Soleil to share with others how to make their own sun!

During the event, reporters and editors interviewed Holly on tips for healthy living, how she takes care of her legs, and when she feels most optimistic and confident. They also learned about the features and benefits of BIC's newest 5-blade razor for women, BIC Soleil Shine. Holly then led participants in a 45-minute Flywheel class.

Holly is a Nike Master Trainer, Flywheel Sports Master Trainer, Certified Personal Trainer, and Group X Instructor with numerous certifications. She has also appeared on the BRAVO television show *Work Out New York*.

"Holly was a fantastic fit for BIC Soleil Shine at this event," said Keith Last, Senior Brand Manager – Women's Shavers. "She encourages women to be optimistic, and to feel confident and comfortable with who they are. Her positive outlook on taking care of herself and being her best self is the essence of the Soleil brand."