



BODYMARK BY BIC MAKES ITS DEBUT

May 10, 2019 - BodyMark™ by BIC® is a revolutionary new product that is gaining a lot of attention! Featuring cosmetic-grade inks, these temporary tattoo markers were designed specifically for use on the skin. They were developed in partnership with world renowned tattoo artist Miryam Lumpini who holds the title of Global Creative Director and Brand Ambassador for the line. With BodyMark™ by BIC®, you can make a style statement for any occasion without the commitment of a permanent tattoo.

To celebrate the launch and show consumers how fun and easy it is to express their personal style, Miryam participated in the Walmart “retailtainment” event in LA. Shoppers were able to experience this tattoo parlor themed pop-up while receiving their very own temporary tattoo from Miryam.