



BIC USA EXPANDS MADE FOR YOU BRAND WITH LAUNCH OF GROOMING LINE

On February 3, 2020, BIC USA unveiled a line-up of grooming products under direct-to-consumer brand Made For YOU—one brand created for everybody and every body. Made for YOU Shave Cream, Body Lotion and Face Lotion complement the Made For YOU refillable razor system, available exclusively on [Amazon](https://www.amazon.com). This marks BIC's first entry into these grooming categories in the United States.

A BIC-commissioned study by research firm Ipsos found that 69% of consumers 18-34 years old believe companies should create more unisex personal care and beauty products. Made For YOU taps into the evolving consumer mindset that calls for more inclusive choices in the personal care industry.

"Consumer-centricity is our obsession, and this journey began with a simple insight – a rising population of consumers are seeking a high-performing product that addresses their needs, regardless of gender," said Mary Fox, General Manager of BIC North America. "This exciting line-up of grooming products was a natural next step for BIC and the Made For YOU brand. We listened closely to what consumers are looking for in their grooming routine and found that they want great products that perform for every body. Made For YOU gives them just that."

This new grooming line is lightly scented of citrus, a fragrance chosen for its universal appeal. The ultra-soothing Made For YOU Shave Cream allows for a close yet comfortable shave and is packed with Aloe Vera for a moisturizing and nourishing effect and Vitamin E to help enhance glide and protect against irritation during shaving. It's available for \$7.49.

The Made For YOU Body Lotion provides a burst of moisturization without leaving skin wet or greasy feeling. Made For YOU face lotion is lightweight and oil free, and provides weightless hydration to the skin, helping to minimize pores and control shine. Made For YOU Face Lotion can be purchased for \$8.49 and Made For YOU Body Lotion retails at \$7.49.

The full Made For YOU line is available exclusively on [Amazon.com](https://www.amazon.com).