



BIC EXPANDS UNISEX GROOMING OFFERINGS WITH LAUNCH OF NEW US. GROOMING BRAND

BIC, a world leader in stationery, lighters and shavers, today introduced Us., a new unisex grooming line for both men and women. The full lineup, including razors, shave cream, body lotion and face lotion, offers the full regimen for a high-quality, head-to-toe grooming experience at a great value. With Us., BIC is making unisex products more accessible to consumers, however and wherever they shop.

Building off the success of BIC's Made For You direct-to-consumer brand designed for every body, Us. meets the growing demand for high-quality, affordable beauty and personal care products that address consumer needs, regardless of gender. BIC-commissioned research found that 69% of consumers 18-34 years old believe companies should create more unisex personal care and beauty products and 75% of consumers under 34 are interested in using a razor that is marketed toward both women and men. In its 2020 Global Annual Review, market research firm Mintel confirmed that consumers are "embracing gender neutrality," noting that 69% of consumers aged 18-22 have used or are interested in using genderless beauty products.

"Consumers want an excellent shave at an incredible price, and we can confidently say Us. delivers," said Mary Fox, General Manager of BIC North America. "We listened to consumers, developing a high-quality, inclusive product for head-to-toe grooming that both men and women will love. The result is Us., a unisex personal care brand available at many fantastic retail partners and already receiving rave reviews from consumers!"

The Us. brand is available at Dollar General stores across the United States, Walmart.com and regionally in the Texas market at HEB stores and in the Pennsylvania area at Giant Eagle stores. The full line is also available on [BIC.com](https://www.bic.com).

Us. razors deliver an ultra-close smooth and comfortable shave with five high-quality, flexible blades made to glide over the contours of heads, shoulders, knees and toes –and everything in between. Each razor has an edging blade that is ideal for precision shaving hard-to-reach areas. An aloe and vitamin E infused lubrication strip results in less irritation, and a hefty premium metal handle provides better control while you shave. The Us. Razor starter kit comes in on-trend colors like teal, white, navy or silver handle and two replacement heads for \$9.00 at Dollar General. An exclusive pack complete with two handles and 14 refills will also be available on Walmart.com for \$29.99 starting later in June.

Complementing the Us. razor is Us. shave cream, which allows for a close yet comfortable shave. Us. shave cream features Aloe Vera to help provide a moisturizing and nourishing effect and Vitamin E to help enhance glide and protect against irritation during shaving. It is available for \$7.49 at Walmart.com and select retailers.

Us. body lotion is great for a burst of moisturization without leaving skin wet or greasy feeling. Us. face lotion is lightweight and oil free, and provides weightless hydration to the skin, helping to minimize pores and control shine. Us. face lotion can be purchased for \$8.49 and Us. body lotion retails at \$7.49. All Us. grooming products are free from sulfates, alcohol and dyes.