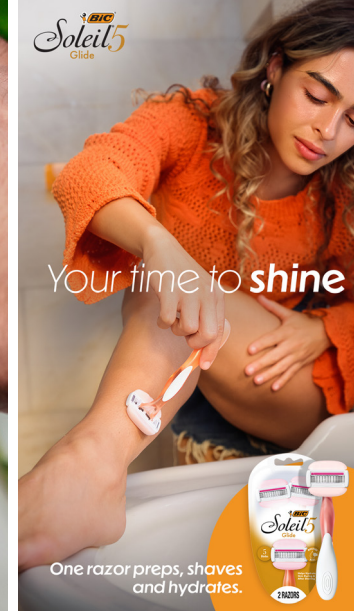




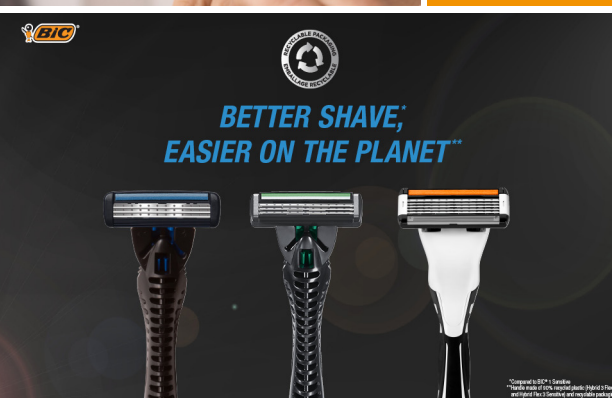
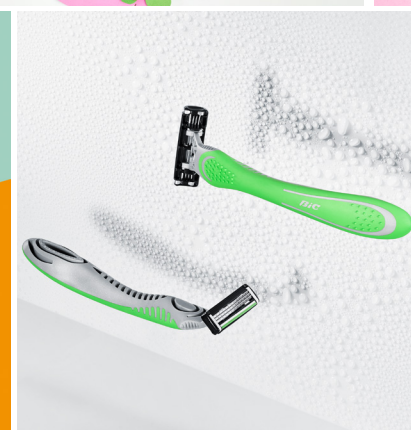
Celebrating 50 Years of Excellence

A legacy of innovation, trust & industrial expertise



1975

A Revolution in Shaving



BIC is a global leader in everyday essentials, from stationery and creative expression to lighters and shavers, bringing simplicity and joy to everyday life. For over 80 years, BIC has been trusted in more than 160 countries for its safe, high-quality, and affordable products. From iconic pens and notebooks to tattoos, hairbrushes, and more, BIC inspires creativity while making daily routines easier and more enjoyable.

The roots of our journey trace back to 1952 when Violex was founded in

Greece as a producer of the Astor double-edge blades. In 1973, BIC founder Marcel Bich was considering launching a razor that would be safe, easy to use and accessible to everyone.

In 1974, Violex joined forces with BIC, establishing BIC Violex. The following year BIC revolutionized grooming habits with the launch of the world's first single-piece disposable shaver. 50 years later, the BIC 1 remains the company's most sold razor worldwide – a true testament to its timeless design and trusted performance.



Marcel Bich, 1975

“ Sold at the same price as a similar quality blade (double-edge), this price point is entirely justified by a better cutting angle and an improved blade housing, with a single edge capable of shaving at least as many beards as the two edges of an ordinary blade. Eliminating the second edge pays for the plastic part of the shaver. ”



1975

2010s



2010s

2025

BIC Violex

Our largest Blade Excellence production unit



At BIC Violex, our dedicated teams produce millions of shavers every week, each meticulously designed to meet the diverse needs of consumers worldwide. With 22 male and 21 female shaver types, we ensure that everyone can experience the exceptional quality and precision that define BIC. Our unwavering commitment to craftsmanship has solidified our reputation as an industry leader with a legacy of excellence.

Driven by innovation, we have achieved over 40 product renovations, continuously pushing boundaries and shaping the future of shaving. As the home of our largest R&D team—responsible for testing all new products—and our B2B operations, BIC Violex remains at the forefront of industry advancements.

Blade Excellence Production & Assembly Facilities Today



1975
2025

50 Years of Innovation

5 billion

blades produced annually. Laid end-to-end, that's about 200,000 km, enough to circle the Earth 5 times or drive more than halfway to the Moon.

60+

rigorous quality checks for each blade. Our blades are processed under extreme temperatures from 1,100°C to -80°C, to ensure durability and performance.

2000x

Our blades are 2000 times thinner than human hair - providing a close, comfortable and efficient shaving experience.

**For an ever increasing shaver performance,
always at a fair price.**

Advancing Sustainability

At BIC, we believe in developing simple, inventive, and reliable products for our consumers around the world. We also believe in doing this responsibly—taking into account the planet, society, and future generations.



90%

Recycled handle for BIC Hybrid Flex 3 and BIC Comfort 3 Refillable



80%

Recycled content in standard razor blade steel

87%

Recycled handle for BIC Twin Lady/ BIC Silky Touch



85%

Of our packaging is now reusable, recyclable or compostable



30%

Recycled handle for BIC Soleil Click 3



92%

Renewable energy

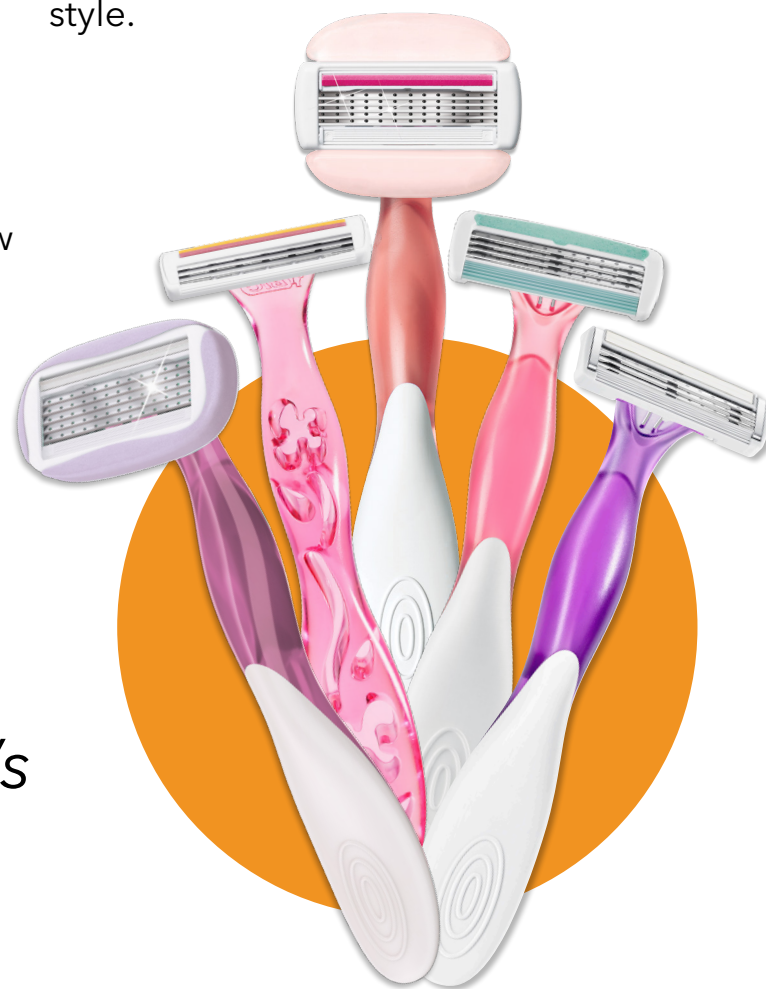


Shaving isn't a fantasy or a performance. It's the behind-the-scenes effort that makes you feel your best for your main event.

It's the ankle check in the bathroom light, the quick fix in your partner's tiny mirror, or the clever stretch to catch that one spot before you bolt out the door. These moments aren't always glamorous, they're real, and they're how women all over the world keep things moving.

BIC Soleil gets it.

Because life is about moving forward, not holding back. And with BIC Soleil it's Your Time to Shine!



No fuss, just smart, effortless solutions that fit your real world. Built for every curve, corner, and quick save, BIC Soleil makes shaving easy, so you can focus on stepping out with confidence and style.



The BIC Soleil Glide razor offers a simpler shaving routine without sacrificing comfort. This disposable razor features **five blades** that contour to the body and built-in moisture bars, enriched with shea butter to help hydrate the skin during and after shaving. BIC Soleil Glide provides a pampering shave and **a smooth glide - even without shaving cream** - all in one effortless step.

Your time to shine

A *Sensorial* experience for women



MULTIPLE BLADES

Women's disposable razors with three to five flexible blades for a close and flawlessly smooth shave - even around knees and ankles

COMFORT SHIELD

5 blade line with 360-Degree advanced Comfort Shield that helps protect skin from irritation and is enriched with almond oil for enhanced glide



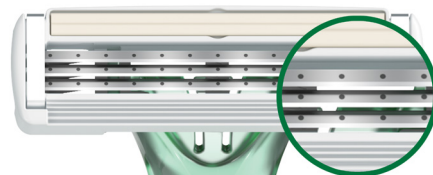
TICKLE YOUR SENSES

Enjoy an immersive sensorial experience with the indulgently scented women's razor handle that has an ergonomic grip for ultimate comfort

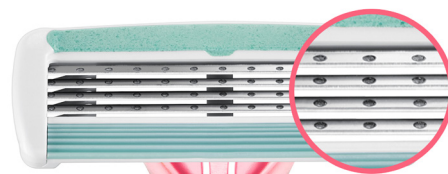
HUGS YOUR CURVES

The five blades and 360 degree advanced comfort shield deliver a smooth shave all over your body including your legs, ankles, knees and bikini area

3 Long lasting movable blades
glide effortlessly & luxuriously across your body's contours



4 Movable blades
for a close & flawlessly smooth shave



5 Flexible blades
for an even closer & flawlessly smooth shave





Make
your skin
happy



Ultra Close
Shave
now for sensitive skin



BIC's men's razors are engineered with one to five ultra-sharp stainless-steel blades. Depending on the model, they feature fixed or pivoting heads that follow facial contours, precision blades for sculpting beards and sideburns, lubricating strips for added comfort, and advanced blade coatings—delivering a consistently smooth, close shave.



Moveable Blades: The moveable blade technology in BIC Flex razors, the result of years of research, provides amazing shaving comfort. Since 2019, BIC's moveable blades have been enhanced with an updated blade edge that encompasses several innovative, patent-protected technologies. The edge further augments the performance of our moveable blade in all aspects, specifically in comfort and durability.

At BIC, we are committed to innovating with purpose, ensuring our products meet the evolving needs of our consumers. The Flex 5 Sensitive razor blends advanced technology with thoughtful design, featuring a lubricating strip with licorice to deliver an exceptional shaving experience, specifically tailored for sensitive skin.

Available in both refillable and one-piece options, BIC's latest product launch strengthens its mission to offer high-quality, reliable, and affordable solutions. Flex 5 Sensitive is thoughtfully engineered to enhance daily routines, combining innovation and care for sensitive skin, providing a shave that's both close and gentle.

- Five Longer Lasting* Blades: Delivers **an ultra-close and smooth shave** with exceptional durability.
- Lubricating Strip: Infused with ingredients like **aloe, Vitamin E, and licorice** to enhance glide.
- Pivoting Head: A 40-degree pivoting head adjusts effortlessly to the skin's contours for **precision and ease**, ensuring a seamless shaving experience.
- Extended Durability: Each razor offers **up to 13 shaves**, providing outstanding value and longevity.



*vs. BIC Sensitive

Precision, performance,
and comfort

Engineered for the
perfect shave

Blade excellence

By repositioning BIC® Shavers to focus on **Blade Excellence**, we are committing to the practice of building a community embedded in the joy of everyday self-care. We know that through simplicity we can intensify the daily self-care moments, which is why we go miles to make our shaving products simple. For more than 50 years, we have relentlessly built our expertise to provide enjoyable self-care through **simple and smart shaving solutions.**



