



One-blade shaver.
Easy to clean.



Polystyrene comb.
Removes easily long hair.



Polystyrene handle.

KEY MARKET DATA

- BIC is the leading reference on the male 1-blade segment with 62.1% value market share⁽¹⁾.

POINTS OF DIFFERENTIATION

- One-blade with a comb adapted to **body shaving**.
- A comb that makes easier the shave of long hair.

Sources: (1) Nielsen - Total Europe 15 countries - Value sales - Male disposable market - MAT JUNE 2018.

STANDARD PACKS

BIC® BODY POUCH OF 3

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	EAN OUTER	OUTER
SH BIC® BODY P3 EU	828 062	3086126636641	03086128280620	40



BIC® BODY POUCH OF 12

GENCOD DESIGNATION	EUROPEAN CODE	EAN SKU	EAN OUTER	OUTER
SH BIC® BODY P12 EU	8994162	3086126606477	03086128994169	20

