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**For Immediate Release**

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**Step Into Summer AND Your Bathing Suit with Confidence!**

*BIC® Soleil® Fitness Expert shares her tips and tricks on*

*how to confidently get bathing suit ready*

Summer is just around the corner and Canadian women are getting their bodies ready by making sure that their legs are in flawlessly smooth shape *and* making sure their bikini area is trimmed so that they feel their best for swimsuit season.

A recent survey of female adults by **BIC® Soleil®** - an industry leader and innovator for developing premium disposable shavers that meet the needs of women – reveals that nearly 50% of Canadian women hate bathing suit shopping (only 7% said they loved bathing suit shopping).\*

To help women transition into the new season AND into bathing suits with confidence, **BIC® Soleil®** has introduced its new **BIC® Soleil®** **Shave and Trim**, the first 2-in-1 disposable shaver that allows women to groom all body parts, including the most sensitive spots, with one product.

“It’s no surprise that shopping for a bathing suit is an unpleasant experience for many women,” says Allison Ethier, Canadian Fitness Champion, Nutrition Consultant and Model. “As someone who spends a lot of time competing and being judged in a bathing suit, I know how important it is to feel confident when showing so much skin.”

Allison has partnered with **BIC® Soleil®** **Shave and Trim** to encourage all Canadian women to celebrate self-confidence and set their bathing suit bodies free for the summer.

“It’s all about picking the right bathing suit that works with your body type,” says Allison. “Pair the right bathing suit with sleek legs and a smooth bikini area and you will instantly feel more confident.”

**Body Type #1: Straight**

“Straight with very few curves, this body type is small all over and needs a swimsuit to add volume and curves to the waist, butt and hips. Great one piece options include cut-out sides, strapless with ruching at the top and moulded cups or inserts for added lift. For bikinis, look for a halter or V-shaped top and a bottom with fun side ties to add volume to the hips.”

**Body Type #2: Pear Shape**

“Pear shape body types have an overall smaller upper body and are larger on the bottom. To add balance and create a more symmetrical shape, ‘pin-up girl’ style one-piece swimsuits are a fantastic option; look for something with a plunging neckline or ruffles around the top to draw the eye upward. For two-piece swimsuits, a skirt-style bottom works well with a top of the same colour. Go for a darker shade for a slimming effect!”

**Body Type #3: Curvy/Hourglass**

“Curvy/hourglass shaped women are generally looking for support and coverage in a bathing suit. Try to avoid one-piece suits altogether as this tends to create a boxy look. Go for a top that has seaming under the bust; V-shape, halter or one-shoulder are all great options for added support. Darker bottoms in a solid colour or small pattern work well to balance out the figure.”

**Body Type #4: Athletic**

“For women with an athletic shape, look for a swimsuit that has more feminine cuts and details to balance out a less curvy figure. Anything with ruching, detail, and tapered bottoms in the back will give a curvier appearance.”

**Body Type #5: Apple Shape**

“Apple shaped women tend to hold weight in the mid-section, with thinner arms and legs. To add definition to the waist, a one-piece swimsuit with a cute belt is a great option. Also try colour blocking on the sides, which creates the look of a more defined waist. For two-piece suits, try a halter or deep V shape to bring the eye upward, with an empire bottom to accentuate the waistline.”

**Innovation Now in a Women’s Shaver**

When it comes to grooming the bikini area, almost half of Canadian women between the ages of 18-34 surveyed said that they often experience skin irritation and redness.Using a shaver that has a bikini area trimmer is an excellent tool to trim the area with better precision and less irritation.



* Three flexible blades and a pivoting head for a flawlessly smooth shave
* Lubricating strip with Vitamin E, for a silky smooth shave
* Slide-on/slide-off trimmer head for safe, simple and easy bikini trimming that allows just the right length
* Pivoting head with rubber grip for ultimate comfort

**BIC® Soleil®** **Shave & Trim** is available at most major drug stores and mass merchants across Canada ($6.98 - $9.99).

**About BIC Inc.**

BIC Inc. (Canada)is a subsidiary of BIC Corporation ([www.bicworld.com](http://www.bicworld.com/)), a leading distributor of stationery products, lighters and shavers. Since its founding more than 50 years ago, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world today.

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For more information, or to speak with Allison Ethier please contact Ive Balins at Strategic Objectives. Tel: (416) 366-7735, Email: ibalins@strategicobjectives.com

\*Source: Vision Critical 2013 – Canada Data – 18years old and older.