

BIC® Soleil® – Make Your Own Sun™

Open on a wide shot of a yellow convertible coming to a stop in traffic – a BIC Soleil logo is in the top left corner.

ON SCREEN TEXT: BIC Soleil girls
 find the bright side

Cut to close-up of a happy girl dancing and smiling in the car's driver seat.

ON SCREEN TEXT: in any situation.
 Traffic jams

Wider shot of the girl dancing in the car.

ON SCREEN TEXT: make great karaoke sessions.

Cut to a shot of a different girl in the rain – dressed in a bright raincoat and boots, holding a colorful umbrella.

ON SCREEN TEXT: A rainy day?
 Just a chance

Close-up shot of the girl's face in the rain.

ON SCREEN TEXT: to show off your

Close-up shot of colorful rain boots and girl jumping in a puddle.

ON SCREEN TEXT: new boots.

Cut to a close-up shot of a girl's leg being shaved with a pink BIC® Soleil® Glow™ razor.

ON SCREEN TEXT: And every day is
 a chance to start
 smoothly. With a BIC

Close-up of the razor being placed with other colorful Soleil razors on a shower shelf.

ON SCREEN TEXT: Soleil razor that's
 just as bright

Wider shot of the assortment of razors.

ON SCREEN TEXT: and colorful
 as you are.

Cut to a close-up shot of the “rainy day” girl from earlier under her umbrella.

ON SCREEN TEXT: Because life’s more fun

Wider shot reveals that the rain has left and it’s a beautiful, sunny day.

ON SCREEN TEXT: When you make
 your own sun.

Cut to animated BIC Soleil logo.

ON SCREEN TEXT: BIC Soleil.
 Try new BIC
 Soleil Glow

BIC Soleil logo moves to the upper right hand corner as the full product lineup is revealed with emphasis on new BIC Soleil Glow packaging in the center of the lineup.

ON SCREEN TEXT: for an effortless glide
 and silky smooth skin!