

"Next BIC Thing" Razor

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BIC is well known for pens, but perhaps not so well known for stationery, lighters and shavers.

"Next BIC Thing" is a research organization that looks into consumer insights. As new ideas are developed, participants give their feedback about performance and views.

The product introduced at CES 2020 was the BIC razor, an AI-enabled prototype wet shaver. It captures data about the complete shaving experience, leading to the next generation of shavers, improved by the experience of the initial group.



The data collected will include:

- temperature
- humidity
- hair density
- shaving speed
- number of strokes
- time spent shaving
- blade dullness

The product is not just the shaver itself, but also a system for collection of data through artificial intelligence (AI). The data collected is available through a Bluetooth connection with an app for your cell phone (either iOS or Android).

I was given a press sample of the shaver. This sample is not AI-enabled. It has five blades enclosed in the head and an extra head is included. I have used the first head for over three months, considerably longer than would have been possible with a regular wet shaver. I have been impressed with the comfort of the shaves.

The non-AI-enabled version of the shaver is currently available at Amazon for about \$8.

Next BIC Thing razor nextbicthing.com Not yet available