

# BIKA CHIC



COSMETICS

When Women Meet Motorcycles,  
Bika Chic Becomes The Preferred Make-up Line.  
See Bika Chic at the Easy Rider Motorcycle event  
at the Hartford Convention Center.

## FOR IMMEDIATE RELEASE

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To meet the energetic, Queens, New York native behind the Bika Chic Cosmetics line is to uncover a passion for adventure and drive clearly in keeping with the image of the power of the machine and the freedom of the ride. Christine Lake, devoted pursuer of cross-country journeys offered by rubber meeting asphalt, six years ago unveiled a signature line of quality cosmetics and clothing that ingeniously meets the special needs of the female motorcyclist which has proved immensely popular.

Attraction to Bika Chic products is multi-faceted - aside from loving the name, the logo and the sleek packaging, users enjoy the style and sophistication offered by the unique combinations of specialty ingredients prepared by the same formulators working for other upscale cosmetic manufacturers:

- Glamorous moisturizing tints with sunscreen and mineral foundations in lotion form are stashed in a compact, pocket-friendly tube.
- Smooth, concentrated lip lacquers are combined with skin-pleasing shea butter.
- Waterproof mascara adorns and enhances the eyes without flaking or cracking.
- Waterproof liners for eyes and lips endure without the need for sharpening.
- Original lip lacquer colors carried names like Hardcore (Deep Wine, Pearlized Color), SkinFlick (Terra Cotta), Pout (Pinkish Peach) and the Bika Chic staple - Dirty Chrome.

Those familiar with the exodus of choppers and hogs on the roadways of America are intimately able relate to the feelings the riders enjoy, along with the need for convenience and simplicity.

Lake is particularly well-suited to development of exclusive ladies' products, with a background in make-up that goes back 16 years. She traveled the south and trained as a professional make-up artist, working for many years at an exclusive boutique in Memphis, Tenn.

Since launching the line during Bike Week 2002 in Myrtle Beach, S.C., Lake's line captured the attention of motorcycling enthusiasts at rallies, shows and state events nationwide and in international

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venues - from Tennessee, Georgia, Virginia, West Virginia, South Dakota, Wisconsin, Pennsylvania, Connecticut and New York, to Harley Davidson in Rome, Italy. Bika Chic has expanded to distribution locations in motorcycle and specialty shops around the country, with the first at Ray Price Harley Davidson in Raleigh, N.C. Lake participated in 2003 in the celebration of the 100th anniversary of Harley Davidson.

Along with her presence in January at the International Motorcycle Show at the Jacob Javitz Center in New York, Lake is participating in the April 14 Easy Rider Motorcycle event at the Hartford Convention Center in Hartford, Conn. Other events where Bika Chic can be found are:

***June: Thousand Islands River Run In Alexandria Bay, N.Y.***

***July: Mountainfest In Morgantown, W.Va.***

***August: Sturgis***

***September: Roar To The Shore In Wildwood, N.J.***

Says Lake, "The Bika Chic line is for women who enjoy adventure and the road. All women simply want to look good. A rider has unique needs: to put her best face forward with no more than a few minutes touch-up required before returning to the road - and have the product work with size limitations and need for portability." •

To inquire about carrying the product line, contact designer Christine Lake at 570.807.8486 or to order online, visit • [www.bikachic.com](http://www.bikachic.com)

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