

News Release

June 2007



SUPERDRUG LAUNCHES A NEW WAVE OF CHARITY WRISTBAND

- Introducing the hottest way to stay cool in the sun –

It's official: The charity wristband is back! Hollywood's hottest starlet is sporting the must have accessory of the summer.

To help raise the profile of skin awareness Superdrug has launched a new wristband with the proceeds going to The Institute of Cancer Research.

This is the wristband with the difference, Not only does wearing the band promote Skin Awareness and support the charity it is also has a direct impact on the wearer:

The bands are specially designed to change colour when out in the sun as a reminder to the wearer to apply sunscreen and cover up.

Mischa is fronting the campaign for summer 2007 which aims to help raise awareness of the importance of being SAFE in the sun this summer. Superdrug is working in partnership with The Institute of Cancer Research's SAFE campaign promoting skin awareness for everyone.

Mischa Barton said; "I feel very strongly about supporting the Institute of Cancer Research's SAFE Campaign. I spend a lot of my life in the sun and know how important it is to be sun aware and protect your skin. I hope that my support of Superdrug's important campaign will ensure everyone stays safe in the sun this summer whether at home, on holiday or even on the beaches of California."

Since the campaign began Superdrug has raised over £175,000 for the campaign and sales of children's high protection sun lotion have increased almost five fold¹, as the SAFE message hits home to British parents.

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For further information please contact Jenny Hill on 020 7896 3404 / 07971 117265 or email superdrug@z-pr.com



Notes to editors:

- 1. Year on year sales of Solait children's sun care are up 475 per cent
- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with over 800 stores in the UK and Eire. A programme of growth will see over 950 Superdrug stores by the end of 2007
- Superdrug is one of the health & beauty retail brands from the A.S. Watson Group (ASW) family – the world's largest health & beauty retailer and the largest perfumeries & cosmetics retailer. With a history dating back to 1828, ASW has evolved into an international retail and manufacturing business with operations in 34markets worldwide
- A.S. Watson has a network of over 7,100 retail stores globally with store in over 1,800 cities, with over 90,000 employees and serves over 25 million customers a week

The SAFE Campaign

SAFE is a campaign run by The Institute of Cancer Research to encourage people to be skin and sun aware, and raise funds for our vital research in this area.

To find out more about SAFE and ways in which you can help raise funds for skin cancer research or for further information on skin cancer please contact SAFE on 0800 731 9468 or visit www.safe-campaign.org