



News Release

1st February 2007

IT'S GOING TO BE A BEAUTIFUL SUMMER - Superdrug launches SS07 beauty collection, with £20M investment in new ranges -

This Thursday (1st February) Superdrug launches its largest ever summer beauty collection. With an eye firmly on the exploding high street beauty market the new season sees new collaborations with some of the country's most fashionable brands to bring new exclusive diffusion lines.

Miss Nail Bar; the experts behind the Nails Inc empire have created this range of nail bar style treatments and accessories exclusively for Superdrug. The range, which starts at £1.95, has been created to be the ultimate rescue resource for girls to get perfectly groomed nails that won't break the bank.

Liparazzi; every girl's favourite lipgloss brand, only available in department stores, has created a diffusion line exclusively for Superdrug. Flash lips, with the unique 'light my lipgloss' illuminator and mirror, offers girls on the go a choice of five shades at just £6.95.

Eyeko; Superdrug is delighted to offer an exclusive capsule collection from celebrity favourite Eyeko. The handbag essentials trio offers skin cream, mascara and cheek and lip tint stick, all at £4.99.

GOSH; this Danish boutique brand, exclusive to Superdrug in the UK, goes from strength to strength. This season sees new colours with two new colour collections designed to offer catwalk style at high street prices. Prices start at just £4.49 for a soft khol eyeliner available in a wide range of colours.

Sleek; Superdrug is delighted to be the first high street beauty retailer to offer a comprehensive and serious range of cosmetics for darker skins. Sleek offers a complete collection of 170 lines. The range trialled in seven stores last December and was an immediate success, it will be in 100 stores by May. Sleek is very competitively priced with prices starting at £1.99 for an eyebrow pencil rising to £5.99 for foundation.

Taxi; this new cosmetics brand offers fun make-up on the move. The range includes lip glosses, lipsticks and mascaras, all named after London landmarks. The Taxi Passengers collection offers products which all screw together to create an easy to carry wand of lipgloss and mascara. Prices start at £7 for a lipgloss.



Playboy; straight from the Playboy mansion Hef's cosmetics range is about to hit the high street at Superdrug. The range, which all feature the inimitable bunny logo, includes bronzers, lip glosses, lipsticks and shimmering body powder. Exclusive to Superdrug on the high street.

Solait; Superdrug's Solait range is bigger than ever before. This summer the SAFE campaign, Skin Awareness For Everyone, gathers speed with a programme of activity to help Britons make this their safest summer yet. The product range has grown to 75 lines all dedicated to protecting the skin, starting at just £2.49 for a lip protection stick. May 2007 has been designated SAFE month with a programme of fundraising and educational activity.

2True; budget is no longer a dirty word. Peacocks and Primark have made everyone proud to show off their fashion bargains and 2True is the beauty equivalent. Every item in the huge range of fashion led cosmetics is just £1.95, and in true bargain hunter style, you can grab any three across the collection for just a fiver.

MeMeMe; the MeMeMe range grows this spring with some exciting new designer style formulations. New for summer is a trio of professional style complexion refiners including Beat the blues iridescent skin illuminator and enhancer, £6, perfect for mid summer glow.

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Notes to editors:

- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with over 750 stores in the UK and Eire
- 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 34 markets 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