



News Release

18th April 2007

MISCHA BARTON TO SUPPORT SKIN CANCER AWARENESS CAMPAIGN SAFE AT SUPERDRUG WITH THE INSTITUTE OF CANCER RESEARCH

Today, Wednesday 18th March 2007, Superdrug the UK's most fashion conscious beauty and health retailer announces that British born Hollywood actress Mischa Barton is to become the 2007 Face of SAFE (Skin Awareness For Everyone).

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."

The Institute of Cancer Research, Europe's leading cancer research centre, launched SAFE, its first ever skin cancer campaign, in 2006 to raise awareness of skin safety both at home and abroad and raise funds for The Institute's pioneering research in this area. Superdrug, the UK's second largest beauty and health retailer has worked closely with The Institute to promote the campaign and ensure its customers are skin and sun aware.

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.

This summer the retailer plans a summer of activity to raise awareness and funds that will include:

- POS, online and in-store communication of the SAFE @ Superdrug Campaign helping customers to be more skin aware
- Donating a percentage of profits from sales of Solait, its own-brand sun care and tanning range, along with other beach essentials such as beach towels and sunglasses to The Institute of Cancer Research
- The SAFE brigade will be patrolling the beaches and parks of Britain this summer offering free applications of high protection sun cream
- Continuing to lobby the government to see children's sun protection reclassified as an essential item and therefore liable to a lower rate of VAT

Hannah Crabtree, spokesperson for The SAFE Campaign, said: "We are delighted that Mischa Barton and Superdrug are supporting The SAFE Campaign and helping us raise awareness of skin cancer. The incidence of skin cancer is rising but many cases can be prevented by protecting yourself when you are in the sun. That's why as the temperature starts to heat up we are urging everyone to be skin and sun aware."

- ends -

For further information please contact Jenny Hill on 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[☆]

- 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