

SUPERDRUG SMILES AT THE DENTAL MARKET

- drop in dental services on the high street -

Superdrug has announced its entry into the dental market with in-store teeth whitening, breath freshening and hygienist treatments costing from £35 to £350.

The services, being launched in three stores (first store from 3rd August, followed by two stores from 27th August), are being launched in conjunction with the dental professionals at SmileStore.

All services are carried out in one of Superdrug's fully equipped consultation rooms by a member of a qualified team. The dental services will be available in three stores, London Kensington High Street, Milton Keynes and Brighton.

Jeff Wemyss, Superdrug Trading Director said: "We're delighted to be offering our customers the latest home whitening and dental services on the high street.

"We don't expect customers to stop going to their usual dentist, but to use our services as an addition to their normal dental routine. We see our role as adding a little sparkle and shine to customers who want a convenient and good value alternative to 'designer' cosmetic dentistry clinics."

Services offered:

Stain Removal

A gentle, natural spray is used to remove unsightly stains caused by coffee, tea, red wine and cigarettes. The teeth are then polished to give them a smooth and lustrous finish. The process takes 15 to 20 minutes and costs £35.

Simple clean and polish

This therapy offers a polish and floss by the hygienist leaving the mouth feeling fresh and clean. For a small additional charge the tongue can be cleaned too for fresher breath. The process takes 25 to 30 minutes and costs £45.

Full mouth freshener

The bacteria in the mouth can cause a furry feeling, making gums sore. This therapy will remove the film of bacteria, any deposits above the gum line and unsightly stains. The tongue coating will be gently removed leaving a fresh feeling. The treatment concludes with a teeth cleaning masterclass. The process takes 35 to 40 minutes and costs £50.

Full mouth and gum examination

95 per cent of the population suffers from some form of gum disease throughout their lives. Using simple diagnostic examinations the hygienist will be able to advise if you are suffering from gum disease and also offer advice on how to control it. Further appointments may be required and it may be suggested that customers visit a dentist. The process takes 35 to 40 minutes and costs £60.

Professional Teeth Whitening:

In-store whitening

Using the latest technology, the team can whiten teeth by anything up to ten shades lighter in just over an hour. The process takes approximately 80 minutes and costs £350.

Home version of in-store whitening

Using the same technique as our in-store tooth whitening system, customers can carry out the procedure in the comfort of their own home. The system costs £290.

Home whitening using mouth trays

This home technique takes slightly longer than the other treatments but the results will be just as good. The process requires 20 minutes in-store followed by a two week home programme and costs £250.

Mouth-guards

Taking impressions of existing teeth ensures a customer's mouth-guard fits perfectly to the teeth for ease and comfort of wear. Each mouth-guard is tailored to an individual's sport or activity. The process takes 20 minutes and costs from £40.

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For further information contact Jenny Hill at ZPR, 020 7896 3404 / 07971 117265 Superdrug@z-pr.com

- Superdrug dental services are available in the following stores:
 - 130 Kensington High Street, London W8, for appointments 020 7937 2894
 - Unit 4, Woolworth Development, Midsummer Arcade, Milton Keynes, for appointments 01908 673271
 - 78 Western Road, Brighton, for appointments 01273 327 402
- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with over 900 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