

## **News Release**

11<sup>th</sup> December 2007

### **KATIE PRICE BACK ON TOP**

#### **- The celebrity fragrance battle sees Katie Price on the fragrance top spot -**

Katie Price (Jordan) is back on top at the number one slot on Superdrug's celebrity fragrance sales chart. Britney Spears had toppled Katie Price from her position at the head of the sales chart in November, but Katie is now firmly back at the top of the league.

2007 has seen a plethora of new celebrities enter the £600m UK women's fragrance market. Superdrug is currently selling over 4,000 bottles of celebrity fragrance every day. This Christmas Superdrug predicts that 40 per cent of all fine fragrance sales will be from celebrity endorsed scents – a rise of 65 per cent on 2006.

Matt Twigg, fragrance buyer at Superdrug said: "Katie Price has been the biggest celebrity fragrance launch of the year. She has beaten international stars such as Christina Aguilera, Mariah Carey and Britney, and also fellow Brits Kelly Brook and Kylie. Last year Kylie was number one but this year Katie Price will take some beating over the next three weeks.

"We are currently selling three bottles of Katie Price for every bottle of Kate Moss which just goes to show how popular Katie, or Jordan, is with our customers."

#### **Celebrity top ten, December 2007**

1. Katie Price (Jordan)
2. Christina Aguilera
3. Britney Spears
4. Kylie
5. Kate Moss
6. Kelly Brook
7. Mariah Carey
8. Sarah Jessica Parker
9. Victoria Beckham
10. David Beckham

#### **Celebrity top ten, Christmas 2006**

1. Kylie
2. Victoria Beckham
3. Jade Goody
4. David Beckham
5. Calum Best
6. J Lo
7. Sarah Jessica Parker
8. Naomi Campbell
9. Cindy Crawford
10. Britney Spears

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Notes to editors:

- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with 913 stores
- 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 36markets worldwide
- A.S. Watson has a network of over 7,800 retail stores globally with store in over 1,800 cities, with over 98,000 employees and serves over 25 million customers a week