



SUPERDRUG GIVES THE HIGH STREET A BOTOX INJECTION **- new in-store treatments launched on the high street -**

This week sees the launch of Botox and beauty treatments on the high street with the opening of two Superdrug cosmetic treatment clinics in conjunction with Transform Cosmetic Surgery.

Botox, lip plumping, dermal fillers and microdermabrasion are all included in the treatment list. The treatments will initially be available at the new Brighton pharmacy store (opening 10th September) and the Milton Keynes store.

Martin Crisp, Superdrug Superintendent Pharmacist said: "We're working with the UK's number one provider of cosmetic treatments to offer customers an accessible alternative to expensive salon procedures. Botox, and fillers, have become beauty essentials for a record number of men and women looking to slow down the visible signs of ageing."

Superdrug's non invasive cosmetic services will be provided by Transform, the UK's largest provider of cosmetic surgery with over 30 year's experience. Prices range from £55 for microdermabrasion to £199 for Botox to £475 for Sculptra (liquid facelift).

All services take place in dedicated treatment rooms within the stores and will be carried out by experienced Transform aesthetic nurse practitioners.

Customers can book a complimentary consultation with a nurse to assess their suitability for treatment and advice on the best procedure for their individual needs.

This is the latest in a series of health and beauty services launched at Superdrug. For example Mole Clinics, offering diagnostic skin cancer services, initially launched in three stores in summer 2006 and have since been rolled out to over 20 stores across the country.

The range of services offered in Superdrug's two health focused pharmacy stores encompass beauty 'inside and out':

- Beauty - Botox, microdermabrasion and facial line fillers
- Dental - teeth whitening and polishing
- Health - mole clinic, allergy screening, smoking cessation, weight management, healthy heart check

- ends -

For further information on Superdrug's new services please contact:
Miranda Pitt or Jenny Hill at ZPR on 020 7896 3404 / 07971 117265 or email superdrug@z-pr.com

Editor's notes:

- Brighton Fashionable Pharmacy; 78 Western Road, Brighton, Sussex, BN1 2JA. Tel 01273 719990

Superdrug

- Milton Keynes Superdrug; Unit 4 Woolworths Development, Midsummer Arcade, Milton Keynes, MK9 3BB. Tel 01908 674225
- 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 36 markets 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

- The treatments on offer from Transform at Superdrug:
- **Microdermabrasion** from £55; promotes the growth of healthy new cells, improves wrinkles, skin texture and colour by polishing the topmost layer and then just vacuuming away the dead skin cells in a safe, controlled manner.
- **Botox®** from £199; Ideal for minimising frown lines and crows feet and can be used on the lower half of the face and neck line.
- **Facial Line Fillers**
- Help 'fill out' and smooth away troublesome nose to mouth grooves, forehead lines, frown furrows, lipstick lines, acne pits and crows feet. Treatments can be temporary lasting up to six months or semi- permanent lasting up to two years.
- **Restylane** from £211 and **Perlane** from £360; Restylane and Perlane are dermal fillers consisting of a non-animal clear gel that helps smooth wrinkles and folds and create contours. It can also be used to provide lip enhancement. Restylane is used for fine lines while Perlane is used for deeper wrinkles and folds.
- **Restylane Vital** (Dermal Hydration) from £211; a treatment that gently replenishes hyaluronic acid, a pure crystal clear gel. Restylane vital can be used on the face, the neck, décolletage and the backs of the hands.
- **Hydrafill** from £245, Softline from £300 and Softline Max from £350; the latest treatments on the market. Designed to reduce lines and wrinkles, enhance lips and add definition to chin and cheeks. Made from hyaluronan, an organic substance found within your skin, which helps to restore the skin's natural look. Works by mimicking the hydrating and lifting effects of hyaluronan, keeping the skin moist and elastic - and you looking and feeling great.
- **Sculptra** (Volumiser) from £475; Sculptra treatment is based on Poly-L-lactic acid, which, when injected into a line or wrinkle, not only fills out the area, but also starts to stimulate natural production of new collagen. Results can last up to three years.
- **Radiesse** from £425; A dermal filler for longer lasting results that are not permanent, results last 12 to 18 months.
- **Teosyal** from £300; Teosyal® is a new range of non-animal 100 per cent hyaluronic acid based wrinkle filling products. This product is highly biocompatible and is slowly absorbed. Teosyal can be injected into the entire face, neckline, neck and hands.