

News Release

May 2007

SUPERDRUG TAKES MOLE CLINIC TRIAL NATIONWIDE

- the launch of the first UK wide diagnostic centres for skin cancer in Superdrug stores -

Superdrug today announces plans to launch Mole Clinics in stores across Great Britain this summer. This is the first time mole checks using the latest technology will be available nationwide on the high street. Customers can find their nearest store and book by calling the call centre on 0845 789 111.

Following the successful trial in three central London stores, a further 20 stores will host mole clinics, with the first phase of stores starting the service in May to coincide with Sun Awareness Week. The new Independent Diagnostic Centres for Skin Cancer run as a franchise with The MOLE Clinic will offer direct and rapid access to primary care skin cancer screening and diagnostic services on the high street. The first phase will see Superdrug employ 15 specialist nurses to run the clinics. All nurses will receive full training by The Mole Clinic.

The first of the new Mole Clinics will open on 14th May 2007. The new service, provided by Nurse Specialists, is priced from £30. It features Digital Dermoscopy, a new, non-invasive technique which captures highly magnified images of moles and offers previously unseen views beneath the surface of a mole. As a result, the earliest signs of skin cancer can be seen long before the cancer becomes life threatening. Digital images can also be retained to compare with future images to identify any abnormal changes. Suspect moles are referred to secondary care in accordance with guidelines published by NICE and the British Association of Dermatologists.

Martin Crisp, Superdrug Superintendent Pharmacist said: "Our trial with Mole Clinics in three stores has proved an immediate success. Through these clinics we have had the opportunity to make a real difference to our customers lives by detecting early melanoma. Our team of Superdrug nurses are being clinically trained to enable customers across the country the same high level of service that customers have received in the trial stores."

- ends -

For further information please contact Jenny Hill on 07971 117265 or email superdrug@z-pr.com

Notes to editor:

- Mole Clinic booking line 0845 6789 111
- Single moles £30, full body check £95
- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with almost 800 stores in the UK and Eire. A programme of growth will see over 950 Superdrug stores by the end of 2007. Superdrug currently has 226 pharmacies
- 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

Superdrug will operate mole clinics from the following stores:

- Current stores holding mole clinics London; The Strand, Holborn and Oxford Street
- Phase one of the roll out;
 - Preston
 - Newcastle
 - Doncaster
 - Milton Keynes

- Manchester
- Guildford
- Fareham
- Yoevil
- Largs

- Phase two will start from July and see clinics in a further 11 stores

- **Skin cancer** is the most common cancer in the UK, with over 100,000 cases annually. Melanoma is the least common but most serious type of skin cancer, with 8,000 new cases and 1,800 deaths each year in the UK.

- Melanoma is the second most common cancer in the 20 to 39 age group and the incident rate is increasing more than any other major cancer in the UK. Experts estimate rates will double every 10 to 20 years in countries with white populations

- <http://info.cancerresearchuk.org/cancerstats/types/melanoma/>

- Superdrug is currently campaigning to have children's sun care reclassified as an essential health care item which will mean a reduction in VAT from 17.5 per cent to 5 per cent. Sun care is currently classed as a luxury item

- To support the campaign please visit <http://petitions.pm.gov.uk/SUNTAXCUT/>

- **The MOLE Clinic** was launched in 2003 by Iain Mack following his own diagnosis with melanoma the previous year. To date, The MOLE Clinic has screened almost 10,000 people and helped detect an estimated 100 melanomas from a single clinic in London – almost all of which have been early and easily treated