

News Release

17th October 2007

**KELLY BROOK LAUNCHES
BRITAIN'S HOTTEST NEW FRAGRANCE**

Kelly Brook, the stunning British model, actress and star of BBC's Strictly Come Dancing launched her eponymous fragrance on London's Oxford Street.

Kelly arrived at Superdrug in a vintage Cadillac to see her fragrance added to the fragrance aisles at the exclusive stockist.

The scent is already tipped to be the best selling celebrity fragrance this Christmas.

The scent is sexy, fruity and enticing and has been designed to capture retro glamour, it is presented in a curvaceous vintage style bottle complete with classic fabric atomiser.

Kelly Brook said: "I've been involved in every step of the development of my fragrance to ensure that everything about it is perfect, from the intriguing scent to the beautiful bottle. I feel very lucky; this is a fragrance custom designed for me that I know lots of other people will fall in love with too."

The fragrance, which has been produced by British based beauty experts, Baylis & Harding, is made in the UK and has taken 12 months to develop. It is an individual sweet musky scent with highlights of cassis, mango and tropical fruits, orchid, crème brule, vanilla bean, tonka and sandalwood.

Superdrug fragrance expert Matt Twigg said: "Our customers love celebrity fragrance and it is the personalities that people genuinely identify with, or whose lifestyle they would love to emulate, that are the most successful. Kelly's appearance on Strictly Come Dancing epitomises what celebrity fragrance should be all about – fun, glamorous and fabulous. We're tipping this to be our number one selling celebrity fragrance this Christmas."

The distinctive fragrance will be also be available as a gift set comprising eau de toilette and scented shimmer body cream. Kelly advises applying the shimmer cream after bathing to give skin a seductive gleam, then applying the eau de toilette for a total fragrance experience. The fragrance will be sold exclusively in over 900 Superdrug stores across the UK and Southern Ireland.

The fragrance is presented in a curvaceous vintage style bottle complete with classic fabric atomiser and will retail at £17.95 for 25ml eau de toilette. The gift set comprising eau de toilette and shimmer body cream will retail at £19.95.

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For further information on Kelly Brook's fragrance please contact Jenny Hill at ZPR, 020 7896 3404/07971 117265, jenny@z-pr.com

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Notes to editors:

- 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



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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