

News Release

December 2007

KEIRA KNIGHTLY COLLECTS BEAUTY ICON 2007 CROWN - Superdrug research reveals the beauty icons of 2007 -

Superdrug has conducted independent research to discover the Beauty Icons of the year. These are the women that have launched the sales of a thousand sticks of lipstick, and the research proves that British beauty rules with a home grown top ten.

In the research Keira Knightly has collected the accolade of being the Superdrug Beauty Icon of 2007. The 22 year old British beauty rose to stardom playing a football loving teen in Bend it Like Beckham; 2007 saw the release of Atonement for which Knightly has received a Golden Globe nomination.

Second place went to another brunette Kelly Brook. While Kate Moss beat Victoria Beckham to collect the bronze beauty medal. Moss is the oldest person in the top ten at 33, at just a few months older than Beckham.

Wholesome children's television presenters Fearne Cotton and Holly Willoughby took fifth and sixth place respectively. While Gemma Atkinson's bare-faced stint without make-up in the jungle still saw her pick up seventh place proving that natural beauties are still British favourites.

The entire top ten is made of British beauties, Jordan (Katie Price) just pipped American Paris Hilton into the number ten slot (3.17 to 2.8 per cent of total votes respectively).

Superdrug Beauty Icons 2007

1. Keira Knightly (27%)
2. Kelly Brook (17%)
3. Kate Moss (9%)
4. Victoria Beckham (8%)
5. Fearne Cotton (7%)
6. Holly Willoughby (5%)
7. Gemma Atkinson (5%)
8. Alesha Dixon (4%)
9. Lily Allen (3%)
10. Jordan (3%)

Katherine Le Clerc, Superdrug Beauty Director said: "The top ten beauty icons list shows that today there is room for everyone's idea of true beauty. From the aloof glamour of Keira Knightly and Victoria Beckham's high maintenance gloss to the fresh faced youthful looks of Fearne Cotton, Holly Willoughby and Gemma Atkinson.

"We will conduct similar research at the end of next year to see how our perceptions of beauty have changed over the next twelve months."

- ends -

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

Notes to editor:

- Research conducted for Superdrug by 72point independent research company during December 2007, over 2,500 people were questioned
- 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



Superdrug Stores Plc.

118 Beddington Lane, Croydon
Surrey, CR0 4TB
Tel +44 20 8684 7000
www.superdrug.com

- 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