

WHO WANTS TO BE FAMOUS?

- new cosmetics brand at Superdrug FAMOUS by Sue Moxley –



Superdrug is delighted to launch FAMOUS an exclusive new cosmetics collection designed by celebrity make-up artist Sue Moxley.

The range has been designed to offer everyone a glittering brush with fame, with products of professional quality combined with A-list glamour.

FAMOUS by Sue Moxley will help Brits create their own movie star look with a range from lip plumpers and glosses to shimmers, bronzers and fabulous make-up kits.

Sue, a make-up artist with over 20 years experience, and partner Cheryl Carter, a leading beauty journalist, have used their incredible knowledge and expertise to take the best from the professional's products and create this new brand.

FAMOUS by Sue Moxley will be available exclusively from Superdrug from November 2007 with prices from £8 to £16.

Affordable can sometimes mean disappointing but Sue has made sure that everything in the fantastic range delivers what it promises in terms of colour, pigment, staying power, glitz and glamour. Each is in sophisticated black and silver packaging with the signature FAMOUS by Sue Moxley diamante star.

As well as a comprehensive cosmetics collection FAMOUS also includes make-up brushes to ensure a professionally glamorous finish.

Sue and Cheryl have also put together some unique, easy to use kits in gorgeous palettes which contain everything needed to create super sexy lips, beautiful eyebrows, sparkling eyes and one for the essential basics.

FAMOUS by Sue Moxley available from Superdrug stores nationwide from November 2007.

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For more information, samples or photography please contact Miranda Pitt or Jenny Hill from ZPR on 020 7896 3404.

Editor's notes:

- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with over 900 stores in the UK and Ireland.
- 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 perfumery & 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.

FAMOUS kits

Precious jewels	£16.00
Precious metals	£16.00
First night brow kit	£16.00
Red carpet lip kit	£16.00
Premiere perfection kit	£16.00

FAMOUS must-haves

Magic pre foundation	£10.00
All in one foundation: matt	£12.00
All in one foundation: sheer	£12.00
Powder blush compact	£10.00
Cream blush	£10.00
Skin illuminator	£10.00
Bronzer	£10.00
Golder	£10.00
Magic lip primer	£6.00
Bee sting lip gloss	£9.00
Lip gloss	£9.00
Lip gloss pots	£10.00
Eye shadows	£8.00
Eyeshadow collections	£14.00
Black glitter liquid eyeliner	£9.00
Glitter pots with eyebase	£10.00
Big mascara: volumising	£9.00
Big mascara: waterproof	£9.00
Concealer	£7.00
Lip and cheek tint	£9.00
Eye liner	£7.00
Lip liner	£7.00
Waterproof eyeliner	£7.00
Loose translucent powder	£12.00
Metallic eye pencils	£7.00

About Sue Moxley

Sue Moxley is a leading make up consultant with a reputation for creativity and professionalism which has led to her developing an impressive body of experience in TV, newspapers, magazines and celebrity. Sue has worked extensively with many national newspapers and is currently working with The Sun. Sue has also acted as a consultant for top TV shows including Pop Idol and X Factor. Celebrity clients have included: Queen, Eric Clapton, Mick Jagger, Kylie, Sharon Osborne, Pamela Anderson, Jordan, Richard Branson, Ant and Dec, Davina McCall, Rutger Hauer, Cheryl Ladd, Brenda Blethyn, Westlife, Lisa Stansfield, Liberty X, Will Young, , Mystique, , Barbara Windsor, Rachel Hunter, Kelly Brook, lisa b, Patsy Palmer, , Shane Ritchie, Jessie Wallace, Amy Nuttall, Martine Mcutcheon, Anne Robinson, Tricia, Nell McAndrew, Michael Caine, David Jason.