



## News Release

26<sup>th</sup> July 2007

### **SUPERDRUG MAKES AW2007 MORE BEAUTIFUL - three new exclusive cosmetics brands and 100's new gifts -**

Today (Thursday, 26<sup>th</sup> July) Superdrug launches its biggest ever autumn winter beauty collection with three new exclusive brands and hundreds of new gift lines. This year Superdrug announced a £46m investment into a beauty face-lift ensuring it remains number one on the high street for beauty, cosmetics and fragrance.

**FAMOUS**; an exclusive brand developed for Superdrug by celebrity make-up artist Sue Moxley. The range is packed with inspirational products designed to offer a touch of an A list FAMOUS lifestyle to everyone's beauty routine. The range will be available in 200 stores from October.

**ELITE**; the world famous model agency ELITE has put its name to this metropolitan slick collection of stylish cosmetics. From 'outrageous mascara' to lip gloss cubes the range offers seriously polished make-up; available in 200 stores from October. The range also encompasses a range of gorgeous make-up accessories.

**OUTDOOR GIRL**; one of the biggest names in 1970s cosmetics is back. Outdoor Girl was a fixture on cosmetics counters in the 70's and 80's, now Superdrug is heralding a retrospective return as it revives the brand for the twenty-first century. The collection comprises eye colour palettes, and face powder in chic chrome packaging.

**BLOOMERS**; a range of fragrant lipglosses and nail oils complete with floating flowers and irresistible fruity flavours. Available from over 100 stores from August.

**PINK ELECTRICALS**; Superdrug's beauty electricals range takes the best of the designer hair styling brands, such as ceramic plate straighteners and drop curl tongs, and translates them into incredible value dressing table essentials from just £5.99

**EYEKO**; Superdrug is delighted to offer an exclusive capsule collection from celebrity favourite Eyeko. The handbag essentials trio offers skin cream, mascara and cheek and lip tint stick, all at £4.99.

**GOSH**; this Danish boutique brand, exclusive to Superdrug in the UK, goes from strength to strength. AW sees new colour collections designed to offer catwalk style at high street prices, with a focus on strong pigment rich lipsticks. Prices start at just £4.49 for a soft khol eyeliner available in a wide range of colours.

**TAXI**; A fun new cosmetics brand offering make-up on the move, created by a husband and wife team. The range includes lip glosses, lipsticks and mascaras, all named after London landmarks. The Taxi Passengers collection offers products which all screw together to create an easy to carry wand of lipgloss and mascara. Prices start at £7 for a lipgloss.

**WINTER TRAVEL**; as budget airlines prevail winter travel is becoming more attainable for all. Superdrug is following this trend by offering a winter travel range of bronzing and sun protection all through the darkest months.

**2TRUE**; budget beauty is no longer something to be ashamed of. 2True is the beauty world's equivalent of an unmissable fashion bargain. Every item in the range is just £1.95, and in true bargain hunter style, you can grab any three across the collection for just a fiver.

**MEMEME**; the MeMeMe range is introducing some great new designer style formulations for winter. Exclusively available at Superdrug MeMeMe is available in over 350 stores and online at [www.superdrug.com](http://www.superdrug.com).

**QVS HAIR**; the power house brand in beauty accessories introduces an exclusive range of hair accessories, brushes and combs.

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