

SUPERDRUG "SMELL LIKE A CELEB" DAY FOUR OF THE YEAR'S BIGGEST LAUNCHES ON ONE DAY

Wednesday, 29th August sees the launch of four of the year's biggest fragrance launches on one day. Brand Beckham launches two new fragrances for him and her, Gwen Stefani launches her first fragrance, as does Britain's favourite supermodel Kate Moss.

Superdrug recently launched its celebrity scent top ten chart showing which celebrity has perfume power. These new launches look set to storm the chart which is presently topped with Britney Spears and Katie Price.

The women's fragrance market is worth £600m with approximately 40 per cent of all fragrance sales from celebrity based products.

Superdrug celebrity fragrance chart

w/c 13 th August	w/c 20 th August
1. Britney Spears	1. Britney Spears
2. Kylie	2. Katie Price
3. Sarah Jessica Parker	3. Kylie
4. Victoria Beckham	4. Sarah Jessica Parker
5. David Beckham	5. Coleen
6. J Lo	6. Celine Dion
7. Shilpa Shetty	7. Victoria Beckham
8. Hillary Duff	8. J Lo
9. Celine Dion	9. Shilpa Shetty
10. Paris Hilton	10. David Beckham

Matt Twigg, Superdrug fragrance buyer said: "The celebrity fragrance market is still incredibly strong. It's a very simple way for customers to instill a little red carpet glamour into their lifestyle. All four of the launches on Wednesday will be key players in the fragrance charts."

Women's fragrances remain the driver in the celebrity arena, with only David Beckham selling significant amounts of celebrity fragrance.

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For further information on celebrity fragrance at Superdrug please contact Miranda Pitt or Jenny Hill at ZPR, 020 7896 3404, superdrug@z-pr.com