



Friday 2nd December 2022

SUPERDRUG UNVEILS REFURBISHED BEAUTY STUDIO IN NORTHAMPTONSHIRE

Superdrug have today unveiled its brand-new revamped Beauty Studio at the existing Rushden Lakes Shopping Centre store, with the launch of its refurbished luxury salon space and a new extended list of treatments.

Love Island favourite, Lucinda Stafford, made a special appearance to open the doors to the studio, chatting with staff and customers, before enjoying some treatments herself including a blow dry.

Alongside the hundreds of beauty products already offered at the Superdrug store, which opened last year, customers are now able to treat themselves to a host of beauty treatments whilst picking up the essentials, ranging from blow dries and gel nails, to piercings and brow & lash treatments.

Northamptonshire's new Beauty Studio will offer affordably priced salon treatments across hair and beauty, with a brand-new hair salon, barber shop, piercing studio and nail bar providing customers with everything needed for a pre-Christmas pamper, all in the comfort of one dedicated studio space. As part of the refurbishment, Superdrug has kept a keen eye on the latest beauty trends and will also be offering brow lamination and lash lifts to achieve the latest looks of the season.

The Beauty Studio has created an additional nine jobs for the local community, and alongside the extended treatments, is also running an opening offer of 50% cut and blow dry's and 20% off all nail and brow & lash treatments, until 10th December.

Jerry Walkling, Sales Operations Director at Superdrug, said: *"We are so pleased to announce the opening of our brand new, refurbished Beauty Studio in the Rushden Lakes Shopping Centre store, demonstrating Superdrug's continued investment into providing our customers with the best in-store experiences.*

"With an extended treatment menu, offering a wider range of hair and beauty treatments, we're excited for our customers to experience our newly revamped space and expanded offering ahead of the Christmas party season and beyond."

Treatments available at the beauty studio include:

- Blow dry starting from £30
- Gel manicure and pedicure starting from £20
- Eyebrow threading starting from £7
- Eyebrow waxing starting from £9
- Eyelash and Eyebrow tinting starting from £10
- Lash lift from £40
- Brow Lamination from £30
- Piercing starting from £11.50

Address:

Unit C4
Rushden Lakes Shopping Centre
Rushden
NN10 6FH

Beauty Studio Opening Hours:

Monday to Tuesday: 9am- 6pm
Wednesday to Friday: 9am- 8pm
Saturday: 9am- 6pm
Sunday: 11am- 5pm

-ENDS-



For further information, product press releases or requests for comment, please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplusmatter@ashfieldhealth.com

Notes to editor:

Customers can locate their store by calling customer services on 0345 671 0709.

Superdrug offers everyday accessible beauty and health on the UK high street with around 800 stores in the UK and Ireland.

About A.S. Watson Group:

- Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer with over 14,300 stores in 24 markets. Each year, over 4-billion customers and members shop with our 12 retail brands, both in stores and online.
- In Hong Kong, we operate more than 600 stores under four retail brands –Watsons, PARKnSHOP, FORTRESS, and Watson's Wine. In addition, we manufacture and distribute high quality drinking water brand Watsons Water, as well as the famous juice drinks Mr Juicy and Sunkist.
- For the fiscal year 2017, A.S. Watson Group recorded revenue of HKD156.2 billion. We have over 140,000 employees worldwide, including 12,900 in Hong Kong.
- A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses -ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries.
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