



OOH LA LA! BOURJOIS IS BACK!

Cult beauty brand to be exclusively stocked in Superdrug stores

It's the news beauty fans have been waiting for – iconic French cosmetics brand Bourjois is returning to the UK and will be exclusively stocked in Superdrug, launching online from July 4 and rolling out instore over the summer.

Consumers rushed to stock up on iconic Little Round Pot Blusher and Healthy Mix Foundation when news broke that Bourjois was being discontinued in December 2019. Since then, the cosmetics giant has continued to grow in its birthplace of France as well as across 38 markets worldwide.

So, it's with much excitement that Superdrug can now reveal they are bringing Bourjois back!

Superdrug Trading Director Megan Potter says: *"Superdrug is absolutely thrilled to welcome the iconic Bourjois brand back to the UK, especially as the range was previously a firm favourite with our customers. Parisian beauty is having a big moment thanks to Emily In Paris – and let's face it, that chic French style will never go out of fashion! Customers will be happy to see the return of Bourjois' hero products including the Little Round Pot Blushers but there are also some innovative new offerings in the collection."*

Anne Lebourg, Bourjois Brand Director adds: *"Bourjois is overjoyed to be returning to the UK. Since the range was discontinued in the UK in 2019, our deep-rooted heritage of effortless Parisian beauty has continued in France – and indeed worldwide. We are looking forward to reintroducing our iconic products, as well as new innovations to Superdrug customers, existing to make beauty a happier place."*

The heritage of Bourjois has been deeply rooted in 'Parisian & Joyful' beauty for almost 160 years. The brand has established itself as one of the masters of makeup innovation and a colour expert, empowering and inspiring women to be playful and experiment with make-up. Because the more you enjoy yourself, the more beautiful you are.



Exclusive to Superdrug, the Bourjois collection consists of iconic hero products including:

Little Round Pot Blusher, £8.99

Available in 10 highly pigmented shades, this easy to blend powder blush has a sensual rose scent and includes a built-in mirror and application brush.

Rouge Velvet Lipstick, £9.99

With long-lasting up to 24-hours wear, moisturising ingredients and intense colour pigments, this lipstick comes in 12 velvety matte shades.



Rouge Velvet Ink, £10.99 (new to the UK)

Extreme wear, transfer proof, mask resistant and available in 12 intense matte shades.

Velvet Ink also has a 'line & fill' applicator to help contour lips.



Healthy Mix Foundation, £11.99

This Vegan medium coverage anti-fatigue foundation contains vitamins C, E and B5 for a radiant complexion and comes in 13 shades.

Launching later this summer.

Superdrug is also exclusively launching a 'never seen before in the UK' product...



Twist Up Mascara, £11.99

Discover the number-one selling mascara in France*. Take your lashes to new heights with Twist Up's 2-in-1 unique twistable brush.

Twist the top of the cap to combine the power of a lengthening mascara with the intensity of a volumising one.



*IRI, value sales, mass market, from Feb 21 to March 27

DID YOU KNOW...?

- Bourjois sells 1.7 Twist Up mascaras per minute in France

- Bourjois was founded by actor Joseph-Albert Ponsin in 1863 after he created a skin product to replace the heavy, greasy stage makeup used in theatres
- The iconic Little Round Pot Blusher launched in 1879 – making it 143 years old this year!
- Bourjois was one of the cosmetic brands Kate Middleton wore on her wedding day
- Other celeb fans of the brand include Victoria Beckham, Dannii Minogue, Cate Blanchett, Uma Thurman, Jessica Simpson and Paris Hilton

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

For further brand information please email bourjoisuk@mslgroup.com

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Notes to editor:

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 830 stores across the UK and Ireland, Superdrug brings the best in accessible beauty and health to the high street and online.

Superdrug shoppers can locate their nearest store by visiting the store finder on superdrug.com.

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 operating over 16,100 stores under 12 retail brands in 27 markets, with over 140,000 employees worldwide. For the fiscal year 2020, A.S. Watson Group recorded revenue of US\$20.6 billion. Every year, we are serving over 5.9 billion shoppers via our O+O (Offline plus Online) platforms, providing tech-enabled retail experience to customers offline and online.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has four core businesses - ports and related services, retail, infrastructure and telecommunications in over 50 countries.

Please visit www.aswatson.com for more information.

About Bourjois:

Iconic French cosmetics and fragrance brand, Bourjois's heritage has been deeply rooted in 'Parisian & Joyful' beauty for 160 years. We empower and inspire women to be playful and experiment with makeup, as we believe the more you enjoy yourself, the more beautiful you are.

Distributed in 39 markets worldwide, Bourjois has established itself as one of the masters of make-up innovation and colour expert. From Little Round Pot to Twist Up The Volume Mascara, we create products that put a smile on your face.

Bourjois, Joyfully Parisian.