



## PRESS RELEASE

### SUPERDRUG LAUNCHES CHRISTMAS RECRUITMENT DRIVE

Today, Superdrug kick-starts its golden retail quarter, with the announcement of a big recruitment drive across its stores nationwide. The leading accessible beauty and health retailer is looking for an additional 1,000 Sales Assistants for the festive period, as it prepares for big footfall across Black Friday, Advent and Christmas.

The new roles will ensure that Superdrug continues to offer market leading customer service at the busiest of times, and whilst temporary, Superdrug always aims to move talented team members into permanent roles where possible. Earlier this year Superdrug announced plans to open 25 new stores across the UK, with remaining new stores collectively creating a further 100 jobs, in locations such as Brent Cross, Bristol Gallagher, Lerwick and Berkhamsted. The business also continues to recruit Managers, as well as Health and Beauty Team Members.

Amy Davies, Superdrug's People Director said: *"As we prepare for another busy Christmas, we look forward to welcoming many more colleagues into our Superdrug community. To make sure our Christmas offering and customer service remains market leading, we will be recruiting over 1,000 additional Sales Assistants to work in our stores across the country.*

*We are looking for people with an eagerness to learn and a love for customer service and in return, are delighted to offer one of the best employment packages and training programmes in retail.*

*With the sad loss of Wilkos, we know that it's a challenging time for many of our retail colleagues and we encourage them to apply to work with us. They will be joining a fun, passionate and supportive culture, where individuality is celebrated, and everyone is equally committed to making things happen together."*

Superdrug delivered strong Christmas trading in 2022, with December sales increasing by 16.0% versus December 2021 and market share growing for the all-important festive period. Christmas results were driven by the retailers innovative O+O (Offline plus Online) strategy, which delivered: increased footfall and best-in-class store experience; digital innovation through rapid delivery services like Store to Door and customer services like Store Insider, online discovery through the launch of a new Marketplace; category successes in Cosmetics and Fragrance; and a double digit rise in Own Brand as customers shopped for quality at a great price.

Superdrug's CEO, Peter Macnab adds: *"Christmas is always an exciting and busy time for Superdrug and these new colleague roles will help us to deliver a bigger and better Christmas in 2023 for our customers. We have been encouraged by strong trading so far this year and know too that we have great deals coming for Black Friday and a best-in-class offering for Christmas. This enables us to confidently create jobs and ensures that we deliver on the excellent service expected when a customer chooses to shop at Superdrug, all year round."*

To apply for a role with Superdrug visit [www.Superdrug.jobs](http://www.Superdrug.jobs)

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**For more information please contact:**

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**Notes to editor:**

Superdrug ☆

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 780 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](http://superdrug.com).

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