

Embargoed until 00.00am August 12th



Superdrug launch the best beauty deals on the high street

Feel Good Fridays will see Health and Beautycard members enjoy Superdrug's best-ever deals, helping shoppers navigate the rising cost of living

Leading health and beauty retailer Superdrug is adding even more money-saving deals to their already competitive pricing with the introduction of 'Feel Good Fridays'.

Exclusive to Health and Beautycard members, every Friday a selection of best-selling Superdrug own brand products will be reduced by up to 60%, **the biggest reductions the retailer has ever run.**



These amazing savings will be in addition to the existing 'Star Buy' and 'Treat Thursday' offers as Superdrug continues to help shoppers cope with the rising cost of living.

The launch of the market-leading initiative **Feel Good Friday** follows Superdrug's recent Shop Smart campaign, where the retailer committed to price freezes on 130 products for at least 12 months, to help customers struggling with the rising cost of living.

As well as savings across essential personal care items, Feel Good Friday offers will include more 'treat' products to help customers continue to look and feel their best, for less.

Jamie Archer, Own Brand Director at Superdrug says: *"Here at Superdrug we believe it's important that customers don't feel they have to remove all treats from their lives as they navigate the cost of living crisis. Being able to enjoy a pampering moment or that extra step in your skincare regime to feel your best makes the day a little brighter and can help boost your mood even when times are tough. We strive to offer the best health and beauty deals on the high street and hope Feel Good Fridays will put a smile on our customers' faces."*

Feel Good Fridays will run from August 12th, with a different selection of products reduced each week across skincare, beauty, fragrance and personal care.

Highlights to look out for include:



- Superdrug Optimum Retinol Extra Strength Serum, was £15.99, reduced to £6.39
- Superdrug Pro Care Advanced Clean Rechargeable Toothbrush in Black or Pink, was £36.99, reduced to £14.98
- Superdrug Optimum Retinol Day Cream, was £14.99, reduced to £5.99
- Superdrug Artiscent Atelier EDP Patchouli Passion, was £16.99, reduced to £6.99
- Superdrug Vitamin E All Over Body Cream, was £4.99, now £2.49
- Superdrug B. 5 Blade Pink and Rose Gold Razor, was £9.99, now £4.49
- Superdrug Studio London 9-Pack Make-Up Blending Sponges, was £9.99, now £5
- Superdrug Layering Lab Body Mist in Blossom, was £5.99, now £2.99

Health & Beautycard members earn one point for every £1 they spend with regular promotions such as 'earn an extra 500 points when you spend £50'.

Members can either take £1 off their shop when they earn 100 points or save them up to spend on treats.

Health & Beautycard members also benefit from members-only pricing deals, free delivery on orders over £15 and a birthday treat.

For more information on Feel Good Friday please contact superdrug-mindplussmatter@ashfieldhealth.com

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](https://www.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.