

## Superdrug launches cheapest flu vaccination service in the UK

Superdrug launches the cheapest private flu vaccination service on the high street to increase its accessibility to people this winter including the 11 million 50 to 65 year olds who are no longer eligible for the NHS flu vaccination service.

Superdrug has an ongoing commitment to help people during the cost-of-living crisis and has provided a competitively priced vaccination service, at £8.79 for health and beauty card members, with flu vaccination services taking place from early September.

Following the news around changes in NHS flu vaccination eligibility, paired with the delay in rolling out the NHS flu vaccinations, Superdrug is predicting an increase in its private flu vaccination services in comparison to last year's bookings, as patients look for alternative options as they prepare for the winter season.

Ghada Beal, Superdrug's Healthcare Director, comments "Our waiting list for private flu vaccination services has already surpassed the numbers from last year, showing that there's even more of a demand this year. It's great to be able to offer this service at a more accessible price-point for our customers as we know the change in eligibility will affect millions of people. Our private flu vaccination services offer a convenient way for people to help protect themselves against flu and its potentially serious problems."

The flu vaccination service is competitively priced at £8.79 for health and beauty card members, or £16.99 for non-members, and will be available in over 150 pharmacies across the UK (subject to eligibility and availability). Both NHS and private flu vaccination services will be administered by Superdrug pharmacists with the private flu vaccination service being available from early September. Superdrug nurses will also be administering the private flu vaccination service at Superdrug Health Clinics.

To book a private flu vaccination service simply walk-in to a **Superdrug Pharmacy** or Health Clinic. Appointments for the NHS and private flu vaccination service at Superdrug pharmacies can also be easily and conveniently booked online. **INSERT LINK**

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For further information, images or comment please contact [superdrug@itsmaven.com](mailto:superdrug@itsmaven.com)

### REACTIVE Q&A

#### How has Covid 19 impacted people's immunity?

Due to the Covid 19 Pandemic, fewer people have built up natural immunity to the flu, therefore it is

recommended people consider the benefits of getting themselves vaccinated<sup>1</sup>. The flu vaccine gives the best protection against flu. Flu vaccines help protect against the main types of flu viruses, although there is a chance you might get flu. If you do get the flu after vaccination, it's likely to be milder and not last as long. The flu vaccine can also reduce the chance of people spreading the flu to other people who may be more at risk of serious problems if they contract the flu.

**Why is Superdrug not discounting the cost of the flu vaccination service for the most economically vulnerable in society?**

Superdrug is offering private flu vaccination services at a very competitive price and those most vulnerable from a health perspective will be eligible for a flu vaccination as part of the NHS service.

**As the private flu vaccination service being offered is egg-based, what should people do if they have an allergy - can we still offer a vaccination service?**

The private flu vaccine is egg based. If a patient is allergic, then the pharmacy will be able to offer an alternative recommended Flu vaccination service at a price of £8.79 for health and beauty card members and £16.99 for non-members.

**When will bookings open for the flu vaccination service?**

The waiting list is online and bookings will open today, with flu vaccination services due to be available from early September.

**Is the members only pricing available for a limited time?**

No, the members pricing will stay the same all season (from 1st September 2023 to 31st March 2024).

**Why is the members only pricing considerably lower than non-members pricing?**

Superdrug always likes to offer the best deals to its health and beauty card members and loyal customers, and the flu vaccination service is another one where members can benefit from a discounted price. As always, it's free to sign up for a health and beauty card so anyone can receive the discounts.

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<sup>1</sup> [www.nhs.uk](http://www.nhs.uk)