

**JAPAN'S NO.1 SKINCARE BRAND HADA LABO TOKYO™**  
**UNVEIL A TRIO OF SUPER HYDRATORS, EXCLUSIVE TO SUPERDRUG**  
*Introducing Hada Labo Tokyo™ Premium, a high performing, effective and affordable skincare range that boasts 5X levels of hyaluronic acid*

With google searches for 'barrier repair' on the rise, the **NEW Hada Labo Tokyo™ Premium range** launches at a time when customers need it most. The range contains a mixture of 5 types and sizes of Hyaluronic Acid for maximum hydrating effect, reaching deep into the skin layers.

When it comes to maintaining and repairing the skin barrier, less is more and Japan are renowned for this approach. Their effortless, natural make-up look relies on non-compromised, supple and hydrated skin. **Hannah Tyler, Head of Branded Skincare at Superdrug** says, *"Our customers want products that work, at a price they can afford, and this is exactly what Hada Labo Tokyo™ has to offer - science-driven, high tech formulas that deliver, without the fuss."*

Translated as 'skin lab', Hada Labo Tokyo™ has evolved its bestselling range with three super hydrating additions. **Karen Pender Brand Manager of Hada Labo Tokyo™** reveals, *"Our new premium formulations host five different types of hyaluronic acid, to really quench thirsty, dry skin at multiple levels. This powerhouse hydration range is the perfect addition to any skincare regime, but particularly for anyone with really dry or dehydrated skin."*

The Premium Range contains different combinations of the Has, including:

- **Large Hyaluronic Acid – Sodium Hyaluronate Crosspolymer**  
The largest size molecule, it acts on the skin's surface to hold in moisture and prevent evaporation, giving long lasting hydration.
- **Standard Hyaluronic Acid – Sodium Hyaluronate**  
It may be medium in molecule size, but it still holds 1000 times its weight in water. This molecule is retained in the top layer of skin.
- **Bonding Hyaluronic Acid – Hydroxypropyltrimonium Hyaluronate**  
This type of hyaluronic acid helps the other HA's work harder on very dry and dehydrated skin by bonding to them and delivering deeper into the skin.
- **Super Hyaluronic Acid – Sodium Acetylated Hyaluronate**  
This clever HA retains 2 times more water than standard Hyaluronic Acid – it's kind of a big deal.
- **Nano Hyaluronic Acid – Hydrolyzed Hyaluronic Acid**  
This impressive little nano molecule penetrates deeper and plumps from within.





**Premium Gold Range**

The NEW Hada Labo Tokyo™ Premium line up includes...

**LOTION INTENSE 5XHA SUPER DEEP HYDRATOR, £19.45 (150ml) Superdrug & superdrug.com**

An ultrahydrating lightweight lotion with a unique 'lock-in-moist' formula that delivers five types of hyaluronic acid. The Hada Labo Lotion Tokyo™ Intense range, works deeper in the skin, helping to maintain high levels of moisture. Resulting in smoother, more plump hydrated and radiant looking skin to be applied after cleansing and before moisturising.



**ULTRA FIRING BOOSTER 5XHA DAY CREAM-IN-MILK, £20.45 (50ml) Superdrug & superdrug.com**

A powerful firming and moisturising cream with a super nourishing formula that leaves the skin supple and soft. Perfect for under make-up, this milky day cream is bolstered with five types of hyaluronic acid to smooth fine lines and wrinkles. Recommended for those with signs of skin laxity or a dehydrated, dull complexion that is in need of a boost. Apply after Premium lotion as part of your daily routine.



**EXTREME SKIN REGENERATOR 5XHA NIGHT SUPER-CREAM, £22.95 (50ml) Superdrug & superdrug.com**

This high performing night cream, relieves dryness whilst rehydrating and soothing any sensitivity. With five types of hyaluronic acid and a low molecular weight, this regenerating night cream targets deeper layers of the skin, working to minimise fine lines and wrinkles.

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

**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](http://www.aswatson.com) for more information.