

**Superdrug announces relaunch of Black Castor & Shea -
the only own brand afro-textured haircare range on the UK high street**

The retailer is the #1 retailer in the market for coils, curls and waves products

This week, Superdrug reveals that its unique market-first BC&S range of products for afro and textured hair has undergone a complete refresh. Complete with rebranded packaging and a fresh new look, the 15 sku strong range has expanded to include 8 new products.

Superdrug is pleased to be introducing new Curl Type Icons on pack: Tight Textured, Coily and Curly. Developed and informed by a user trial panel, the new key will see the suitable curl types displayed in illustration form, ensuring that the range is accessible and easily shoppable by those who are looking for specific haircare solutions.

Offering a complete range of haircare essentials, rich in hero ingredients (including Shea Butter and Black Castor Oil), there are 15 skus in the range:



- Black Castor & Shea Range - Cleanse & Replenish Shampoo (£5.99), Hydrate & Replenish Conditioner, Leave-In Conditioning Cream (£5.99) & Leave-In Curl Smoothie £5.99)
- Hair & Body Oils – Black Castor & Shea, Almond, Olive, Marfura & Babaob Oils (£4.49 each)
- Coconut Oil Range – Clarifying Shampoo (£5.99), Leave-in Conditioner (£5.99) & Curl Defining Jelly (£5.99)
- BC&S Styling Range – Detangling Leave-in Conditioning Spray (£4.99), Thermal Heat Protection Spray (£5.99) & Moisturising Shine Spray (£4.99)

Superdrug’s Chief Commercial Officer, **Simon Comins**, says: *“At Superdrug, we are proud to be a diverse and accessible retailer, and are pleased to be #1 for Coils, Curls and Waves products in the market. We are excited to be expanding and relaunching our BC&S offering, as an accessible and affordable range available across the UK.”*

Further to the newly relaunched BC&S own brand range of coils, curls and waves products, Superdrug is pleased to be **#1 in the market for it’s wider CCW offering**. In total, Superdrug offers **188** products catering for all types of curls and afro hair types available in store and online, with black owned brands such as Nylah’s Naturals, Mielle Organics, Flora & Curl and Afrocenchix recently launching. In total, the category is more accessible than ever, with CCW products available in over **99%** of the retailer’s stores across the country.

The new BC&S range has been launched with content created by Milk Honey Bees – a charity to support young black girls as they move from school into either further education or the workplace, equipping them with essential social, employment and life skills.

-ENDS-

Notes to editor:

Superdrug ☆

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](#).

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