



## **NEW SUPERDRUG STORE OPENS IN BERKHAMSTED WITH EX-WILKO STAFF AT THE HELM**

Berkhamsted High-street store now open, with Beauty Services, luxury fragrance and exclusive brands

Last week Superdrug opened its doors to a brand-new store in Berkhamsted, creating 10 new jobs in the new 3800 sq. ft store, with a large proportion of the job roles filled by ex-Wilko staff, including the store manager and assistant manager, following the closure of the Aylesbury Wilko store in November. The store offers customers access to the latest health and beauty products, everyday toiletries, beauty treatments and luxury fragrances.

Customers can choose from a wide range of health and beauty products such as Superdrug's new own-brand cosmetics range Studio London, as well as other best-selling ranges including B. Skin, Me+, Vitamin E, Optimum, Naturally Radiant. Offering a competitive array of exclusive beauty and personal care brands, beauty enthusiasts can access beauty and personal care brands including the likes of Relove by Revolution and MUA, as well as trending brands including Bourjois and 3INA. Shoppers can also find their go-to scent at the store's new fragrance counter, boasting exciting and purse-friendly promotions on perfume and aftershave by premium brands such as YSL, Viktor & Rolf, Giorgio Armani, Prada and Valentino.

The store will also feature its very own Beauty Studio area where customers can access professional treatments at affordable prices. Within Beauty Studio, customers will have access to eyebrow and lashes, piercing and nail services.

Shoppers will also have the chance to sign up to Superdrug's Health & Beautycard to collect points to redeem on future purchases, with exclusive offers available for cardholders, including lower member prices, bonus points offers, birthday treats and the option to pay with points.

Nigel Duxbury, Property Director at Superdrug, said *"We are so pleased to be announcing the opening of a new store in Berkhamsted, allowing us to continue growing the presence of Superdrug in the area. With a wide range of popular health and beauty brands, a luxury fragrance counter, and a professional Beauty Studio, we're confident that our local customers will love and welcome the new store."*

### **Address:**

Superdrug  
172-176 High St,  
Berkhamsted  
HP4 3AP

### **Opening hours:**

Monday to Saturday: 09:00 – 17:30  
Sunday: 10:00 – 16:00

**-ENDS-**

For further information, product press releases or requests for comment, please contact the Superdrug press office at Mind+Matter on 01273 712000 or email [superdrug-mindplusmatter@evokegroup.com](mailto:superdrug-mindplusmatter@evokegroup.com)



## 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.

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).

## 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 with over 14,300 stores in 24 markets. Each year, over four billion customers and members shop with our 12 retail brands, both in stores and online.
- In Hong Kong, we operate more than 600 stores under four retail brands – Watsons, PARKnSHOP, FORTRESS, and Watson's Wine. In addition, we manufacture and distribute high quality drinking water brand Watsons Water, as well as the famous juice drinks Mr Juicy and Sunkist.
- For the fiscal year 2017, A.S. Watson Group recorded revenue of HKD156.2 billion. We have over 140,000 employees worldwide, including 12,900 in Hong Kong.
- A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses - ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries.
- Please visit [www.aswatson.com](http://www.aswatson.com) for more in-depth information about A.S. Watson Group and its brands. You may also stay in touch with us via our digital presence (eCommerce, social media, mobile app & more); more details are at <http://www.aswatson.com/our-customers/digitalasw/>

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