



## **SUPERDRUG TO OPEN NEW STORE IN BIRSTALL, WEST YORKSHIRE**

Leeds to welcome store opening with Beauty Services and exclusive brands

Superdrug will open its doors to a brand-new store on Tuesday 20<sup>th</sup> September in Birstall Shopping Park, creating 25 new jobs in the new 3935 sq. ft store and offering 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, including Superdrug's popular own brand ranges including B. Skin range, as well as other best-selling ranges including 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 Revolution and Urban Decay, as well as trending brands including Bourjois. Shoppers can also find their go-to scent at the store's new 32ft 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 new Birstall 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 our brand new store in Birstall. With a wide range of popular health and beauty brands, a luxury fragrance counter and a professional Beauty Studio, we're confident that our customers will love the new store."*

### **Address:**

Unit 4B Birstall Shopping Park  
Holdening Way  
Birstall  
Batley  
WF17 9DT

### **Opening hours:**

Monday to Friday: 09.00 – 20:00  
Saturday: 09:00 – 19:30  
Sunday: 10:30 – 17:00

**-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 ☆

Customers can locate their store by calling customer services on 0345 671 0709

Superdrug offers everyday accessible beauty and health on the UK high street with around 800 stores in the UK and Ireland

## 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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