



SUPERDRUG LAUNCHES BRAND-NEW STORE IN BRAEHEAD – AND IT’S THE BIGGEST IN SCOTLAND

The new store welcomes Beauty Services, Premium Fragrance & exclusive brands

Superdrug has today opened its biggest store in Scotland – located in Braehead Shopping Centre, it will offer the local community a wide range of products and services. Customers will have access to exclusive brands, the latest health and beauty products and luxury fragrance galore. The 9,324sq ft store has also created 10 new jobs in the local area.

Shoppers will be spoilt for choice when it comes to health and beauty – with a whole host of products on offer, including Superdrug’s new own-brand cosmetics range, Studio London, as well as other best-selling collections B.Skin, Me+, Vitamin E, Optimum and Naturally Radiant. Good news for beauty enthusiasts, too – as the store will be welcoming makeup brand Milani, as well as the likes of trending brands Bourjois and 3INA.

And that’s not all – the luxury fragrance counter will allow visitors to treat themselves to the latest premium fragrances from brands such as YSL, Viktor & Rolf, Prada and Valentino, with regular purse-friendly promotions on perfume and aftershave.

As well as an in-store nurse’s clinic, customers will also be able to take advantage of the store’s Beauty Studio whilst picking up their essentials – which will offer professional treatments at affordable prices, including nail, lash and piercing services.

Shoppers can also sign up to Superdrug’s Health & Beautycard in-store, 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’re thrilled to be opening the doors to our brand-new store in Braehead. We can’t wait for our local customers to visit – with a professional Beauty Studio, fragrance counter, exclusive brands and more, we’re confident that it’s going to be a hit.”*

Address:

Superdrug
Unit 42/43 Braehead Shopping Centre
Kings Inch Road
Glasgow
G51 4BP

Opening hours:

Monday – Friday: 9.00am – 9.00pm
Saturday: 9.00am – 6.30pm
Sunday: 9.30am – 6.00pm

-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



Notes to editor:

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 onsuperdrug.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.