



SUPERDRUG TO OPEN NEW BEST-IN-CLASS STORE IN BRENT CROSS

Brent Cross Shopping Centre to welcome store opening with Beauty Services, luxury fragrance and exclusive brands

Superdrug will open its doors to a brand-new store on **Monday 4th December** in Brent Cross Shopping Centre, creating 45 new jobs in the new 6,000 sq. ft store making it one of the largest Superdrug stores within the M25. The store will offer 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 own-brand cosmetics range Studio London, as well as other best-selling ranges including B. Skin, Me+, Vitamin E, Optimum and 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 Morphe 2 and Avon. Shoppers will also be able to shop premium skincare brands such as La Roche Posay and Vichy, as well as finding their new 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.

The best-in-class store is the third of its kind following the opening of Manchester Trafford Centre and Dublin Dundrum earlier this year. The bigger and better Superdrug stores focus on enhancing the physical shopping experience, offering customers an extensive range of affordable Beauty Studio treatments and allowing access to a host of essential healthcare services through Pharmacies and Nurse Clinics.

Nigel Duxbury, Property Director at Superdrug, said *"We are delighted to be opening our brand-new best-in-class Superdrug store in Brent Cross Shopping Centre. The new opening allows us to continue growing the presence of Superdrug in London and demonstrates our continued investment into providing our customers with the best in-store experiences. With a wide range of popular health and beauty brands, a professional beauty studio, Christmas gifting, and a luxury fragrance counter, we're confident that local customers will love and welcome the new store."*

Chris Barnes, General Manager at Brent Cross said; *"With our busiest period fast approaching Superdrug is just the type of brand which will resonate with our customers, particularly those wanting to treat themselves to health and beauty products or purchase gifts for family and friends. Our focus continues to be on enlivening Brent Cross with new brands, concepts and experiences and we are excited to add another high-profile brand to our offering and there's more to come."*

Address:

Superdrug
Unit D4/6
Brent Cross Shopping Centre
London
NW4 3FP

Opening hours:



Monday to Saturday: 10.00 – 20.00

Sunday: 12.00 – 18:00

-ENDS-

For more information please contact:

superdrug-mindplusmatter@ashfieldhealth.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.