



SUPERDRUG TO OPEN NEW STORE IN STOKE-ON-TRENT

Festival Heights Retail Park to welcome store opening with Beauty Services, luxury fragrance and exclusive brands

Superdrug will open its doors to a brand-new store on **Thursday 5th October** in Festival Retail Park in Stoke-on-Trent, creating 25 new jobs in the new 7300 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 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 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 happy to share the news of a new store in Festival Retail Park opening in October, allowing us to continue growing the presence of Superdrug in Stoke-on-Trent. We are confident that local customers will love and welcome the new store as it offers a wide range of popular health and beauty brands, a luxury fragrance counter, and a professional Beauty Studio."*

This is also the 9th Superdrug store opening across the UK in 2023, with plenty of additional exciting store openings to follow."

Address:

Superdrug
Festival Park
Hanley
Stoke-On-Trent
ST1 5SJ

Opening hours:

Monday to Friday: 09:00 – 20:00
Saturday: 09:00 – 19:00
Sunday: 10:30 – 16:30

-ENDS-

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 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 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.
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