



SUPERDRUG RE-OPENS BIGGER AND BETTER JERSEY STORE TO INCLUDE BEAUTY SERVICES

St Helier to welcome new store with Beauty Services, luxury fragrance and exclusive brands

Superdrug opened its doors to a brand-new refurbished store on Friday 24th November in St Helier, Jersey, creating an additional 7 jobs in the new 5,800 sq. ft store with the addition of Beauty Studio services upstairs.

The Beauty Studio area will give customers access to professional treatments, including eyebrow and lashes, piercing and nail services at affordable prices. The store will also feature Superdrug's first ever in house make-up artist offering a makeover service to customers. Customers will also have 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.

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 delighted to be opening our bigger and better store in St Helier, Jersey and are confident that local customers will love and welcome the new store. The addition of the professional Beauty Studio upstairs offers affordable beauty treatments and we're excited to include an in-house make-up artist for the first time ever – a feature we are hoping to roll out to more stores in the future. Customers can also shop offers on a wide range of popular health and beauty brands, luxury fragrance, and gifting ahead of Christmas."*

Address:

Superdrug
76-78 King Street
St Helier
Jersey
JE2 3RP

Opening hours:

Monday to Saturday: 8.30 – 18.00 (open until 20:00 on Thursday)
Sunday: 10.00 – 16:00



-ENDS-

For more information please contact:

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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.