



SUPERDRUG TO OPEN NEW STORE IN SHETLAND

Lerwick to welcome store opening with a pharmacy, Beauty Services, luxury fragrances and exclusive brands.

Superdrug will open its doors to a brand-new store on Friday 24th November in Lerwick, creating 13 new jobs in the new 2,784sq. 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. The store will also have a nurse clinic, giving customers access to health advice.

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 share the news of a new store at Lerwick, allowing us to continue growing the presence of Superdrug in Scotland and Shetland. 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, a nurse clinic, and a professional Beauty Studio."*

Address:

Superdrug
102 Commercial Street
Lerwick
Shetland
ZE1 0EX

Opening hours:

Monday to Saturday: 09:00 – 17:30
Sunday: 12 – 16:00

-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-mindplasmatter@ashfieldhealth.com.