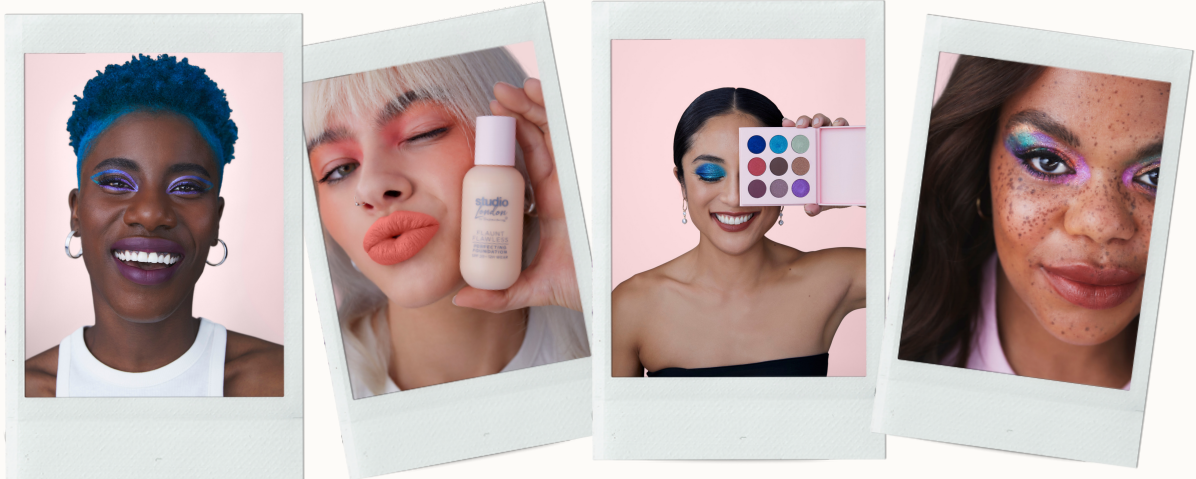


INTRODUCING STUDIO LONDON COSMETICS BY SUPERDRUG

THE NEW OWN-BRAND MAKE-UP RANGE WHERE
EVERYTHING IS UNDER £9 (AND MAJORITY IS UNDER £5!)



Meet the new cosmetics range bought to you by Superdrug on 2nd November – promising to deliver the latest colour trends and premium performance products that won't cost the Earth.



The 136-piece collection is the must-have new cosmetics brand – no matter your age, gender, skin tone or type. Looking for disruptive, playful colour palettes and multi-use products that are 100% vegan and cruelty free? Studio London is perfect for you. Whether you're a beauty beginner or a product professional, you can find the majority of the range for under £5 with foundations retailing at £9. Studio London is all about making your make up products work harder with smaller price tags, allowing for risk-free expression and ensuring that high quality products are accessible for all.

Launching with a bang, Studio Cosmetics is proud to be supporting individuality, diversity and freedom to be creative with their 'I AM' campaign. Whether you are shy, brave, hardworking, beautifully imperfect or all of the above - you are everything you need to be. And more.

**I AM BEAUTIFULLY IMPERFECT.
I AM STUDIO LONDON.**

THE RANGE

Focussing on eyes, lips, and face – Studio London has everything you need! Looking for the hero products? Keep your eyes peeled for the Flaunt Flawless Perfecting Foundation, Colour Icon Eyeshadow Pigments, Power Pout Lip Glosses and Setting Mists.

FACE



Flaunt Flawless Perfecting Foundation, £9

With a 20-shade offering, this ultra-buildable and lightweight foundation leaves a seamless finish on the skin. This foundation includes SPF20 and 12 hour wear for perfected complexions, all packed in a 50ml bottle – bigger than most on the high street!

- U-Matte-R and U-Dew-U Setting Mists, £5
- Flaunt Flawless Cream Concealer (12 shades), £5
- U-Matte-R Press Powder (10 shades), £5
- Flaunt Flawless Loose Powder in Banana and Translucent, £5
- U-Dew-U Bronzing Drops in L/M and M/D, £5
- U-Dew-U Highlighter Powder in Glow Get It, £5
- U-Dew-U Liquid Highlighter in Shine Bright and Glow Up, £5
- Flaunt Flawless Cream Bronzer (4 shades), £5
- Flaunt Flawless Cream Blush (6 shades), £4
- Superboost Colour Corrector in Banana and Avocado, £5
- Studio U-Dew-U Face Gloss, £4

EYES



Colour Icon Eyeshadow Pigment, £5

Become your own icon with the 11 intense colour cream pigments from Studio London. Easily buildable with a crease and smudge proof formula, each pigment offers 12 hour wear and trending shades for maximum expression everyday.

- Colour Icon Eyeshadow Base, £5
- Colour Icon Eyeshadow Palette in After Dusk, Bold Heat and Stripped Back - £5
- Boss Brow Lash and Brow Clear Gel, £3
- Define the Lines Double End Eyeliner in Black, £5
- Define the Lines Precision Eyeliner (8 shades), £3
- Boss Brow Soap Fix, £5
- Boss Brow Eyebrow Pencil (5 shades), £3
- Boss Brow Pen (5 shades), £5



LIPS



Power Pout Colour Gloss and Shimmer Gloss, £5

Studio London offer nothing less than a glass-like shine with their Power Pout glosses. With 8 confidence-boosting shades (with names to match!), these glosses are non-sticky and lightweight on the lips that will leave your pout ultra-hydrated.

- Power Pout Lip Plumper - Feelin' Glassy, £5
- Superboost Lip Oil in Coconut and Avo, £5
- Power Pout Satin Lipstick (6 shades), £5
- Power Pout Velvet Lipstick (6 shades), £5
- Power Pout Precision Lip Liner (9 shades), £3



This new range has been developed and designed by Superdrug with responsible choices at the heart of the packaging too, which is why 75% of products contain PCR*.

*ranging from 25%-100% in at least 1 component per product

For more information or high-res imagery requests, please contact superdrug-mindplusmatter@ashfieldhealth.com.