



SUPERDRUG ARE THE NUMBER ONE EAR AND NOSE-PIERCER ON THE HIGH-STREET

- Health and beauty retailer, Superdrug, continues reign as **No.1 ear and nose piercer on the high-street**
- **One piercing took place every 60 seconds in Superdrug stores** throughout December
- **500th Beauty Studio** location for Piercing opened in Dalkeith, Scotland
- Beauty Studio **sales up 20% YoY** in December 2023
- 2023 saw the highest number of piercings in the brands history with over **200,000 piercings performed**
- The **Beauty Studio concept grew by 100 new locations in 2023**



Opening of Superdrug's 500th Beauty Studio in Dalkeith, Scotland

Ten years on from the first launch of Superdrug's Beauty Studio, the Health and Beauty retailer remains the number one ear and nose piercer on the high-street, performing a piercing every 60 seconds in December.

Superdrug took the title of number one ear and nose piercer on the high street in 2022, growing with 100 more Beauty Studio's in 2023 with plans to open a further 100 locations in 2024. The brands 9ct white gold collection remains the most popular for ear piercings, but the launch of the 18ct gold range last year also proved popular with customers.

As the brand celebrates the opening of its 500th Beauty Studio in Dalkeith, Midlothian in Scotland, Mark Stephens, Senior Business Manager of Superdrug's Beauty Studio commented:

“Making Health and Beauty accessible to everyone has always been at the heart of Superdrug and this includes making Beauty services accessible to everyone. The launch of the Beauty Studio in 2014 meant that we could provide customers with services such as piercings, facial waxing & threading and nails in store as they shopped. There was and still is no need to book an appointment, shoppers can simply walk into a Beauty Studio in-store and select the treatment they wish. This has led to us averaging a piercing every 60 seconds in December and remaining the number one piercer on the high street.”

Superdrug performed over 200,000 piercings in 2023 and with ‘Earscaping’ the hot new trend in piercings for 2024, the brand expects to see demand in ear piercing rise significantly in 2024.

“We’ve already seen a rise in customers asking for double piercings when they visit our Beauty Studios and we expect the earring stack trend to grow as we progress through the year. With this in mind, we hope to open another 100 Beauty Studios in stores across the UK and introduce further jewellery ranges in 2024,” says Stephens.

Superdrug ear piercing is available across all 500 Beauty Studios and prices start for as little as £11.50.

For more information on the Beauty Studio and available treatments visit:

<https://www.superdrug.com/beauty-studio>.

-ENDS-

For further information please contact the Superdrug press office at Mind+Matter on 01273 712000 or email 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.