



PRESS RELEASE

SUPERDRUG REDUCES PRICES UP TO 50% ON OVER 150 EVERYDAY & ESSENTIAL ITEMS

- The Health and Beauty retailer announces price reductions across a range of everyday items, from baby toiletries and healthcare products to cosmetics
- The new prices go into effect from 3rd January 2024
- Prices have been reduced by as much as 50%

3rd January 2024 – As part of its ongoing commitment to supporting shoppers through the cost-of-living crisis, Superdrug today announced it is permanently reducing the price of over 150 items, to make everyday more affordable for shoppers.

The price reduction is the next step for the retailer in supporting customers with the current cost of living, having previously frozen the prices of over 5,000 favourite items across its stores and online for limited periods in recent years.

Jamie Archer, Own Brand Director at Superdrug, commented: *“As a retailer, we always have accessibility and value at the heart of what we do and we are continuously looking at ways in which we can help and support our customers.*

Our commitment to making sure we are offering the best in price means that we are proud to be able to offer price reductions on over 150 Own Brand items to our shoppers, with up to a 50% price decrease. We know that recent years have seen prices rocket due to the rising cost of living, so are happy to be able to reduce prices to help shoppers.”

An example of products that feature in the price reduction include:

- Me+ Pre Biotic 30ml – WAS: £9.99, NOW: £4.99 – 50% reduction
- Me+ Zinc Cleanser – WAS: £8.99, NOW: £4.99 – 44% reduction
- Superdrug Moisturising Gloves – WAS: £5.00, NOW: £3.00 – 40% reduction
- Me+ Collagen Body Gel Cream 250ml – WAS: 7.99, NOW £4.99 – 38% reduction
- Superdrug Adult Vapour Rub 50g – WAS:£1.99, NOW: £1.25 – 37% reduction
- Superdrug Luna Menstrual Cup – WAS: £14.99, NOW: £9.99 – 33% reduction
- Superdrug Vitamin C Booster Serum 100ml – WAS: £12.99, NOW: £9.99 – 23% reduction
- Superdrug Tea Tree Cleanser Toner 200ml – WAS: £4.49, NOW: £3.49 – 22% reduction
- Artiscent Atelier EDP Patchouli 50ml – WAS: £11.99, NOW: £10.00 – 17% reduction
- Artiscent EDP Cedar Blanc 100ml – WAS: £16.99, NOW: £15.00 – 12% reduction
- Me+ Salicylic Acid 100ml – WAS: £16.99, NOW: £14.99 – 12% Price reduction

Superdrug’s latest commitment to offering customers the best value on the high-street is in addition to several other cost saving initiatives already in place, such as members only pricing.

Superdrug also offers a 100% happiness guarantee, whereby if customers are not happy with their Superdrug Own Brand product they will refund their money, along with a 25% discount off their next

own brand purchase. In addition, the retailer has implemented several discounts to help staff, and their families, reduce everyday spending.

Jamie Archer, Own Brand Director at Superdrug continued: *“We’re committed to supporting our customers in every way we can. Our price reduction has been curated across a range of everyday products, from washing and bathing accessories to make-up and baby toiletries, in an effort to make everyday shopping more affordable for all.”*

To shop products at their new reduced price you can visit Superdrug stores nationwide or shop online at www.Superdrug.com.

-Ends-

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-mindplussmatter@ashfieldhealth.com.

The full list of reduced items is:

PRODUCT	WAS	NOW
S/D SPONGE BABY TWIN PACK	£ 1.49	£ 0.99
S/D SOLAIT SELF TAN MOUSSE DARK 150ML	£ 5.99	£ 4.99
S/D SOLAIT SELF TAN EXPRESS MOUSSE DARK	£ 6.99	£ 5.99
S/D SOLAIT SELF TAN MIST 100ML	£ 5.99	£ 4.99
S/D SOLAIT SELF TAN EXPRESS MOUSSE MEDIU	£ 6.99	£ 5.99
S/D SOLAIT SELF TAN MOUSSE ULTRA DARK 15	£ 6.99	£ 5.99
S/D SOLAIT FACE & BODY FACE & BODYSERUM	£ 7.99	£ 5.99
S/D SOLAIT SELF TAN ERASER & PRIMER 150M	£ 7.99	£ 6.99
S/D SOLAIT SELF TAN FOAMING WATER MEDIU	£ 5.99	£ 4.99
S/D SOLAIT GRAD TAN MEDIUM 200ML	£ 4.99	£ 3.99
S/D SOLAIT SELF TAN FOAMING WATER DARK	£ 5.99	£ 4.99
S/D SOLAIT20 BACK APPLICATOR	£ 4.99	£ 3.99
S/D SOLAIT GRAD TAN DARK 200ML	£ 4.99	£ 3.99
S/D SOLAIT OVERNIGHT SLEEP MASK SELF TAN	£ 7.99	£ 5.99
S/D TINTING BRUSH	£ 2.50	£ 2.00
S/D TINTING MIXING BOWL	£ 3.20	£ 3.00
S/D DETANGLER IN GOLD	£ 6.00	£ 5.00
S/D DETANGLER IN BLACK	£ 6.00	£ 5.00
S/D HAIRDRESSING GOWN BLACK	£ 7.00	£ 6.00

STUDIO LONDON BOW SCRUNCHIES 3PK PASTEL	£ 7.00	£ 5.00
STUDIO LONDON CHECKERBOARD CLIPS 6PK	£ 6.00	£ 5.00
STUDIO LONDON SKINNY RUCHED SATIN-LOOK S	£ 6.00	£ 5.00
STUDIO LONDON CHECKERBOARD CLAW CLIPS 2P	£ 10.00	£ 7.00
STUDIO LONDON SCARF SCRUNCHIE PURPLE	£ 6.00	£ 5.00
STUDIO LONDON SCRUNCHIES 5PK BLUE ORANGE	£ 6.00	£ 5.00
STUDIO LONDON HEART CHECKERBOARD CLAW CL	£ 6.00	£ 5.00
STUDIO LONDON POLKA DOT SCRUNCHIES 3PK	£ 7.00	£ 5.00
STUDIO LONDON SCARF SCRUNCHIE BLUE	£ 6.00	£ 5.00
S/D BARBER CAPE BLACK	£ 5.00	£ 4.00
STUDIO LONDON PEARL LOOK SLIDES 5PK	£ 7.00	£ 5.00
S/D CLEAR PVC SET OF 3 BAGS	£ 10.00	£ 8.00
S/D COS BAG RECTANGLE PINK PVC	£ 4.00	£ 3.00
SUPERDRUG EXPANDABLE BAG CHERRY PRINT	£ 9.00	£ 8.00
S/D BLACK BASIC TRAINCASE	£ 10.00	£ 9.00
S/D 3PC PVC BAGS PINK	£ 13.00	£ 10.00
S/D 3PC PVC BAGS MINT	£ 13.00	£ 10.00
SUPERDRUG EXPANDABLE BAG BLACK PU	£ 9.00	£ 8.00
STUDIO LONDON PRINTED BAG GREEN/PINK	£ 10.00	£ 7.00
B. COSMETIC PURSE	£ 4.50	£ 4.00
SUPERDRUG COSMETIC CASE CHEETAH PRINT	£ 15.00	£ 12.00
SUPERDRUG COSMETIC CASE FLORAL PRINT	£ 15.00	£ 12.00
STUDIO LONDON PRINTED BAG GREEN/BLUE	£ 10.00	£ 7.00
S/D ADULT VAPOUR RUB 50G	£ 1.99	£ 1.25
S/D COLD SORE RELIEF 2G	£ 4.29	£ 3.99
S/D THROAT & COUGH SPRAY 20ML	£ 4.79	£ 4.49
S/D CHILDS VAPOUR RUB	£ 1.89	£ 1.25
S/D ARTISCENT ATELIER EDP PATCHOULI 50ML	£ 11.99	£ 10.00
S/D ARTISCENT ATELIER EDP EXOTIQUE 50ML	£ 11.99	£ 10.00
S/D ARTISCENT ATELIER EDP VANILLE 50ML	£ 11.99	£ 10.00
S/D ARTISCENT ATELIER EDP LILY AMOR 50ML	£ 11.99	£ 10.00
S/D ARTISCENT ATELIER JASMINE NUIT EDP	£ 11.99	£ 10.00
S/D ARTISCENT ATELIER PETITE ROSE EDP 5	£ 11.99	£ 10.00
S/D ARTISCENT EDP PATCHOUL PASSION 100ML	£ 16.99	£ 15.00
S/D ARTISCENT EDP EXOTIQUE MUSK 100ML	£ 16.99	£ 15.00
S/D ARTISCENT GARDENIA DORE 50ML	£ 11.99	£ 10.00
S/D ARTISCENT VANILLE BLUSH 100ML	£ 16.99	£ 15.00
S/D SCAR GEL 19G	£ 10.49	£ 9.99
S/D FULL LENGTH ORTHOTIC INSOLE MEDIUM	£ 12.99	£ 9.99
S/D FULL LENGTH ORTHOTIC INSOLE LARGE	£ 12.99	£ 9.99
S/D PLANTAR RELIEF & SUPPORT SOCKS 3-7	£ 7.59	£ 6.99
S/D PLANTAR RELIEF AND SUPPORT SOCKS 8 -	£ 7.59	£ 6.99
S/D FULL LENGTH ORTHOTIC INSOLE SMALL	£ 12.99	£ 9.99
S/D MENS ANTI-FATIGUE INSOLES	£ 9.99	£ 7.99
S/D M EVERYDAY GEL INSOLES	£ 9.99	£ 7.99

S/D WOMENS ANTI-FATIGUE INSOLES	£ 9.99	£ 7.99
S/D WOMENS EVERY DAY GEL INSOLES	£ 9.99	£ 7.99
S/D ROSACEA CREAM 30ML	£ 13.99	£ 12.99
S/D BC&S BEETROOT THERMAL HEAT PROTECT 200ML	£ 5.99	£ 4.99
S/D VITA SOFT 75ML	£ 3.49	£ 2.99
B. BUFFING BRUSH	£ 8.99	£ 7.99
B. FLAT CONTOUR BRUSH	£ 8.99	£ 7.99
B. POWDER BRUSH	£ 9.99	£ 8.99
B. ANGLED BLUSH BRUSH	£ 8.99	£ 7.99
B. BRONZING BRUSH	£ 11.99	£ 9.99
S/D B. POINTED POWDER BRUSH	£ 9.99	£ 8.99
B. KABUKI BRUSH	£ 11.99	£ 9.99
S/D MENS BLACK WASHBAG 2 ZIP	£ 4.99	£ 3.99
S/D ARTISCENT ATELIER EDP CEDAR 50ML.	£ 11.99	£ 10.00
S/D ARTISCENT ATELIER EDP MUSK DORE 50ML	£ 11.99	£ 10.00
S/D ARTISCENT ATELIER EDP VETIVER 50ML	£ 11.99	£ 10.00
S/D ARTISCENT AMBER ENVIE 50ML EDP	£ 11.99	£ 10.00
S/D ARTISCENT SANTAL FRAIS 50ML EDP	£ 11.99	£ 10.00
S/D ARTISCENT EDP CEDAR BLANC 100ML	£ 16.99	£ 15.00
S/D ARTISCENT EDP VETIVER AROME 100ML	£ 16.99	£ 15.00
S/D ARTISCENT EDP MUSK DORE 100ML	£ 16.99	£ 15.00
S/D ARTISCENT OUD ADVENTURE 50ML	£ 11.99	£ 10.00
S/D PSORIASIS CREAM 60ML	£ 8.99	£ 7.99
S/D ECZEMA & PSORIASIS SHOWER GEL 200ML	£ 7.99	£ 6.99
SD LASH EDITION 14 MULTI PACK.	£ 11.99	£ 9.99
S/D LUNA MENSTRUAL CUP SIZE SMALL	£ 14.99	£ 9.99
S/D LUNA MENSTRUAL CUP SIZE MEDIUM	£ 14.99	£ 9.99
S/D LUNA PERIOD PANTS M	£ 10.99	£ 9.99
S/D LUNA PERIOD PANTS S	£ 10.99	£ 9.99
S/D LUNA PERIOD PANTS L	£ 10.99	£ 9.99
S/D LUNA PERIOD PANTS XL	£ 10.99	£ 9.99
S/D ME+ NIACINAMIDE BODY GEL CREAM 250ML	£ 7.99	£ 4.99
S/D ME+ COLLAGEN BODY GEL CREAM 250ML.	£ 7.99	£ 4.99
S/D B GENTLE MICELLAR WATER	£ 4.99	£ 3.99
S/D VITAMIN C BOOSTER 30ML	£ 5.99	£ 4.99
S/D VITAMIN C MOISTURE GEL	£ 5.99	£ 4.99
SUPERDRUG VITAMIN C EYE GEL	£ 4.99	£ 3.99
S/D VITAMIN C SPRITZ	£ 5.99	£ 4.99
S/D EXTRACTS COCONUT HAND MASK	£ 2.99	£ 1.99
S/D ME+ BHA TONER 200ML	£ 9.99	£ 8.99
S/D ME+ SALICYLIC ACID CLEANSER 500ML	£ 12.99	£ 9.99
S/D SIMPLY PURE HYDRATING SERUM 50ML	£ 3.99	£ 2.99
S/D OPTIMUM RETINOL EXTRA STRENGTH SERUM	£ 15.99	£ 14.99
S/D EXFOLIATING SCRUB	£ 3.49	£ 2.99
S/D B. BRIGHTENING SERUM	£ 14.99	£ 13.99

S/D B. FIRING AND PLUMPING SERUM	£ 14.99	£ 13.99
S/D B. SMOOTHING EYE CREAM	£ 14.99	£ 13.99
S/D B. MOISTURISING LIGHT DAY CREAM	£ 14.99	£ 13.99
S/D OPTIMUM RETINOL EYE CREAM 15ML	£ 14.99	£ 13.99
S/D OPTIMUM RETINOL SERUM 30ML	£ 14.99	£ 13.99
S/D ME+ HYALURONIC ACID SHEET MASK 6PK	£ 6.00	£ 5.00
S/D VITAMIN C TONIC	£ 5.99	£ 4.99
S/D ME+ HYALURONIC ACID CLEANSER 500ML	£ 12.99	£ 9.99
S/D VITAMIN C BOOSTER SERUM 100ML	£ 12.99	£ 9.99
S/D SUPER VITAMIN C TURBO BOOSTER	£ 10.99	£ 9.99
S/D B. FIRING FACE AND NECK CREAM	£ 14.99	£ 13.99
S/D LIP OIL TREATMENT	£ 3.49	£ 2.99
S/D OPTIMUM GEL TO OIL CLEANSER 150ML	£ 9.99	£ 8.99
ME+ AHA BHA PEEL 30ML	£ 7.99	£ 6.99
S/D SIMPLY PURE NIGHT SERUM 50ML	£ 3.99	£ 2.99
S/D B. OVERNIGHT SKIN SMOOTHING SERUM	£ 14.99	£ 13.99
S/D ME+ BOOSTER FRUIT ACIDS 30ML	£ 8.99	£ 7.99
S/D B. OVERNIGHT MOISTURISING MASK	£ 14.99	£ 13.99
S/D B. GLYCOLIC EXFOLIATING MASK	£ 12.99	£ 9.99
S/D OPTIMUM RETINOL EXTRA STRENGTH EYE C	£ 15.99	£ 14.99
ME+ AZ SERUM 30ML	£ 8.99	£ 7.99
S/D ME+ PGA 2% 30ML	£ 9.99	£ 7.99
S/D ME+ PHA TONER 200ML	£ 9.99	£ 8.99
S/D B. MOISTURISING GEL CREAM	£ 14.99	£ 13.99
S/D ME+ ZINC CLEANSER 200ML	£ 8.99	£ 4.99
S/D SIMPLY PURE LIGHT MOISTURISER 150 ML	£ 4.99	£ 3.99
S/D SPAA SILICONE MASK APPLICATOR	£ 3.49	£ 2.99
S/D ME+ SALICYLIC ACID 100ML	£ 16.99	£ 14.99
30ML MARULA OIL	£ 9.99	£ 8.99
S/D B. MOISTURISING TONIC	£ 9.99	£ 8.99
S/D ME+ PRE BIOTIC 30ML	£ 9.99	£ 4.99
S/D ME+ RESVERATOL 30ML	£ 8.99	£ 4.99
S/D TEATREE EXFOLIATING CREAM WASH 150ML	£ 4.49	£ 3.49
S/D TEA TREE CLEANSER TONER 200ML	£ 4.49	£ 3.49
S/D TEA TREE NOSE PORE STRIPS X6	£ 4.49	£ 3.49
S/D TEA TREE PADS BIO	£ 4.49	£ 3.49
S/D TEA TREE BODY SCRUB 150ML	£ 4.49	£ 3.49
S/D TEA TREE BODY SPRAY 150ML	£ 4.49	£ 3.49
S/D NATURALLY RADIANT GLOW FOAMING CLEAN	£ 7.99	£ 4.99
S/D NATURALLY RADIANT GLOW FACIAL TONIC	£ 6.99	£ 4.99
S/D DEEP ACTION BODY LOTION 150ML	£ 4.99	£ 3.99
S/D ARTISCENT PATCHOULI PASSION 30ML	£ 6.00	£ 5.00
S/D ARTISCENT EXOTIQUE MUSK 30ML	£ 6.00	£ 5.00
S/D MOISTURISING GLOVES	£ 5.00	£ 3.00
S/D LONG HANDLED BODY PUFF	£ 6.00	£ 5.00

S/D LOOFAH	£ 4.00	£ 3.00
S/D LOOFAH BACK STRIP	£ 6.00	£ 5.00
S/D PUMICE STONE & FOOT BRUSH	£ 6.00	£ 5.00
S/D MOISTURISING SOCKS	£ 5.00	£ 3.00
S/D BATH PILLOW	£ 8.00	£ 6.00