

## **SUPERDRUG ANNOUNCES 2 YEAR PARTNERSHIP WITH BRITISH BEAUTY COUNCIL**

**The leading high street health & beauty retailer is now an official patron of the British Beauty Council**

This week, Superdrug is proud to announce the start of a partnership with the British Beauty Council along with Commercial Director, Simon Comins' appointment to the Executive Board.

Founded to represent the voices and needs of the British beauty industry, the British Beauty Council is an essential partner in ensuring that British beauty continues to be a key part of the UK's cultural character, bringing strong value to the national economy. Together, Superdrug and British Beauty Council will continue in their new collaborative mission to ensuring that Superdrug remains a pillar of the UK high street, offering employment within the industry to individuals across the country.

As a leading high street retailer and key employer within the beauty industry, Superdrug supports the careers of over 12,000 store staff colleagues in over 830 stores across the UK, 550 of which are employed in the Beauty Studio, making Superdrug the largest beauty services retailer in the UK. As part of the partnership with British Beauty Council, Superdrug will be continuing to invest in offering the best possible employment and career paths to the colleague community.

As an essential health and beauty retailer, the majority of the Superdrug stores remained open throughout the pandemic, with a focus on supporting communities and ensuring they had access to essential health products. With Superdrug's Beauty Studio services on hold during periods of the pandemic, Superdrug supported Caroline Hirons' and British Beauty Council's *Beauty Backed* campaign, to support the salons and services throughout the industry that were affected by the ongoing restrictions and closures.

Moving forwards, Superdrug and British Beauty Council will be collaborating closely on the future of British Beauty, with many exciting initiatives and campaigns set to launch in 2022.

Simon Comins, Superdrug's Commercial Director and newly appointed Executive Board member at British Beauty Council, says: *'We are so pleased to now be an official patron partner of the British Beauty Council and personally, I am so proud to have been appointed as a member of the British Beauty Council's Executive Board. At Superdrug, we are passionate about continuing to support the UK high street and British beauty industry, and I am so excited for everything we are set to create together in 2022 and beyond.'*

Millie Kendall, CEO of British Beauty Council, says: *'We are pleased and excited to announce our partnership with Superdrug as they join the British Beauty Council. As a leading high street retailer with a strong commitment to elevating education in the industry, as well as continuing to innovate in offering customers greener beauty*

*choices, we align in our values and strategic focuses as a collective. We can't wait to see where our journey as partners takes us, as we move into a new year.'*

**Notes to editor:**

Superdrug ☆

Superdrug offers the best in trending beauty brands, everyday personal care and essential health products. With over 830 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](mailto:superdrug-mindplusmatter@ashfieldhealth.com).

**About A.S. Watson Group:**

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer operating over 16,100 stores under 12 retail brands in 27 markets, with over 140,000 employees worldwide. For the fiscal year 2020, A.S. Watson Group recorded revenue of US\$20.6 billion. Every year, we are serving over 5.9 billion shoppers via our O+O (Offline plus Online) platforms, providing tech-enabled retail experience to customers offline and online.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has four core businesses - ports and related services, retail, infrastructure and telecommunications in over 50 countries.

Please visit [www.aswatson.com](http://www.aswatson.com) for more information.