

Superdrug celebrates National Beauty Bin Day with Beauty Banks and celebrity friends

- Superdrug and Beauty Banks celebrate five-year partnership
- Celebrities Caitlin Moran, Lauren Laverne and Ruth Crilly support #NationalBeautyBinDay
- Beauty Banks reported an 80% increase in demand for services in 2022



Caitlin Moran, Lauren Laverne and Beauty Banks co-founder, Sali Hughes

Today (2nd May) Superdrug is celebrating **National Beauty Bin Day** – a milestone moment which marks five years since the first Beauty Bank bin was installed in store.

Since then, the partnership has seen nearly 100 Beauty Banks bins added to stores across the UK. The beauty bins enable shoppers to donate gifts and hygiene products, which are then distributed to charities in the local community, helping those who live in hygiene poverty.

So far, thousands of products have been donated, reaching 600 registered charities across the UK.

To celebrate the milestone, Superdrug and Beauty Banks have teamed up with a host of celebrities, influencers and industry heavyweights, including presenter and Radio 6 DJ Lauren Laverne and author Caitlin Moran, to drive donations and raise awareness of hygiene poverty.

Beauty Banks reported an 80% increase in demand for services last year and it is believed that around 15 million people were living in poverty in the UK¹ in 2022 and due to the challenging climate, this figure could now be even higher.

¹ Joseph Rowntree Foundation - <https://www.jrf.org.uk/press/jrf-annual-figures-show-unacceptable-increase-poverty#:~:text=The%20latest%20figures%20show%20that,adults%20and%202.1%20million%20pensioners.>



The products most needed include toothpaste and toothbrushes, genderless shower gels and soaps, moisturisers, hairbrushes and hair products, male-grooming items such as shaving gel, sanitary products and nappies – and Superdrug is calling on customers that are able to, to get involved.

Speaking on the milestone, Simon Comins, Chief Commercial Officer at Superdrug, said, “Having worked with Beauty Banks for over five years now, we see first-hand just how valuable the work they do is. We’re proud to be offering our continued support to the charity, in order to help those who need it.

“We’d love to encourage anyone that feels able to, to donate by dropping off products in any one of our Beauty Bank donation points to support their local communities.”

Beauty Banks Co-Founder, Jo Jones, said: “Superdrug has been an incredible partner to Beauty Banks since we launched five years ago. They remain as passionate and committed today to our cause and our mission to support individuals and families in the UK who can’t afford the hygiene basics.

“National Bin Day is another example of how thoughtful and active Superdrug are as partners – we can’t wait to get those bins filled up and support people in communities living in hygiene poverty across the UK.”

Millie Kendall OBE, CEO of the British Beauty Council, added: “Beauty Banks' and Superdrug's collaboration is vital, now more than ever. To see it reach this milestone is impressive, and there's no doubt that together, the brand and grassroots organisation will continue to tackle hygiene poverty from UK highstreets for years to come.

“The British Beauty Council is delighted to call Superdrug a Patron, and Beauty Banks a charity affiliate as we collectively work towards ensuring that everyone has access to products that boost their wellbeing, confidence, and dignity.”

To find your nearest Superdrug Beauty Bank, visit <https://www.beautybanks.org.uk/donate>. The full list of Beauty Bin stores is below:

Brighton London Road
Brentwood
Bath Westgate Street
Coventry Market Way
Eastbourne
Portsmouth Arundel
Portsmouth North End
Swansea
Mansfield
Birmingham Harborne
Leeds Merrion CTR
Lancaster
Billericay
Loughborough
Upton Park
Southampton Shirley
York Market Street
ShIPLEY
Walthamstow Berwick Way SC
Metro Centre Gateshead

Brighton St James Street
Camden
St Albans
Stirling
Inverness
Market Harborough
Melton Mowbray
Plymouth George Street
Workington
Trowbridge
White Rose CTR Leeds
Worthing
Chester
Lincoln Waterside SC
Norwich St Stephens Street
Liverpool Parker Street
Edinburgh Morningside Road
Eastleigh
Stonedale RP
Bristol Broadmead



Hove
Portslade
Manchester Trafford
Penny Lane Liverpool
Hailsham
Nottingham Clumber Street
Leicester Haymarket
Newcastle Northumberland St
Cardiff Queens West
Newport Gwent
Bristol Fishponds
Leytonstone
Gloucester
Bath Southgate Street
Southampton Above Bar
Manchester Piccadilly Gardens
Durham Prince Bishops CTR
Stratford The Mall
Derby Westfield CTR
Brighton Churchill
Edinburgh Fort RP
Wilmslow Park Rusholme Manchester
Preston
Glasgow Byres Road
Nottingham Victoria SC
Frome
Stratford Upon Avon
Wetherby
Liverpool One

Glasgow Patrick
Brighton Western Road
Peterborough
Manchester Trafford Centre
Sheffield Station
Cardiff St David's SC
Aberdeen St Nicholas
Whitechapel
Wolverhampton Mander Centre
Glasgow Patrick West End
Leicester Fosse Park
Bangor Bloomfield
Manchester Oxford Street
Wanstead
Glasgow Buchanan
Dover St James
Brighton Station
Hallsville Quarter
Sheffield Pinstone
Liverpool Edge Lane
Bradford Broadway
Oxford Westgate
Gateshead
Leeds Crown Point
Birmingham Fort
Tiverton
Marble Arch
Plymouth

Notes to editor:

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-mindplusmatter@ashfieldhealth.com.