



CULT MAKE-UP BRAND URBAN DECAY LAUNCHES IN SUPERDRUG

The collection joins the retailer's growing premium beauty portfolio

Superdrug will now stock iconic American cosmetics brand Urban Decay, as the health and beauty retailer looks to strengthen its premium beauty portfolio.

The collection, which hails from southern California and first launched in 1996, is a firm favourite among beauty fans with several cult products emerging as must-haves.

Urban Decay is one of seven new premium brands Superdrug is launching, including YSL, Viktor & Rolf, Prada, Giorgio Armani, Valentino and Narciso Rodriguez fragrances later this month.

Trading Director Megan Potter said: *"We are excited to launch Urban Decay's amazing collection of cosmetics to our customers. As an accessible retailer, offering our customers the right combination of value and quality is crucial for us, and we are delighted to be able to offer our customers a full shopping experience that aligns with their wants and needs. Whether they are looking for premium, own brand or ethical beauty, we have something for everyone."*

L'Oréal Luxe Senior Trade Activation Manager Sarah Harvey adds: *"We are thrilled to see Urban Decay launch in Superdrug and are excited to share our iconic, high-performance long-lasting formulas with their customers."*

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Urban Decay launches at Superdrug online and in selected stores on 17th August 2022

For further information please contact the Superdrug press office at evoke Mind+Matter on:

01273 712000 or email superdrug-mindplussmatter@ashfieldhealth.com.

Notes to editor:

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.

Premium fragrances available in 63 stores nationally and via <https://www.superdrug.com>.

Superdrug shoppers can locate their nearest store by visiting the [store finder](#) on superdrug.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 for more information.