



Una Healy opens Ireland's tenth superdrug at Dundrum Town Centre



Saturday's star, Una Healy was at Dundrum Town Centre this morning to open Ireland's tenth Superdrug Store

Today (Thursday 3rd August), Health and Beauty retailer, Superdrug opened its doors at Dundrum Town Centre. Singer, Una Healy was on hand to cut the ribbon and help celebrate Superdrug's tenth store in Ireland.

Speaking at the opening, Una said: *"I'm so excited to be here to celebrate the opening of Ireland's tenth Superdrug store. Superdrug is somewhere I've always shopped when I lived in the UK and I love browsing the beauty aisles. It's great to see the brand grow in Ireland and open more stores here, I can't wait to have a look around and pick up some beauty bits!"*

The opening has created 40 jobs in the new 3,760 sq. ft store and offers customers access to the latest health and beauty products, everyday toiletries, beauty treatments and luxury fragrances.

Customers can choose from a wide range of items such as Superdrug's new own-brand cosmetics range Studio London, as well as other best-selling ranges including B. Skin, Me+, Vitamin E, Optimum, Naturally Radiant. Offering a competitive array of exclusive beauty and personal care brands, beauty enthusiasts can access beauty and personal care brands including the likes of Relove by Revolution and MUA, as well as trending brands including Bourjois and 3INA. Shoppers can also find their go-to scent at the store's new fragrance counter, boasting exciting and purse-friendly promotions on perfume and aftershave by premium brands such as YSL, Viktor & Rolf, Giorgio Armani, Prada and Valentino.

The store also features a new Beauty Studio area, where customers can access professional treatments at affordable prices, such as eyebrow and lash appointments, as well as piercing and nail services.

Shoppers have the chance to sign up to Superdrug's Health & Beautycard to collect points to redeem on future purchases, with exclusive offers available for cardholders, including lower member prices, bonus points offer, birthday treats and the option to pay with points.



Nigel Duxbury, Property Director at Superdrug, said: *“We are pleased to announce the opening of our tenth store in Ireland, further growing our presence here. The new opening in Dundrum Town Centre, Dublin, will offer a wide range of popular health and beauty brands, a luxury fragrance counter, and a professional Beauty Studio, we’re confident that local customers will love and welcome the new store.”*

Don Nugent, Centre Director at Dundrum Town Centre, added: *“We are delighted to welcome the anticipated Superdrug store to Dundrum Town Centre. We know the Centre’s visitors will be excited by the impressive range of health and beauty brands on offer. This is an exciting addition to the extensive offer in Dundrum Town Centre, adding to its unique line-up of Irish and international brands.”*

Address:

Superdrug
Unit 2/39 Dundrum Town Centre
Sandyford Road
Dublin 16
Ireland

Opening hours:

Monday to Friday: 09:00 – 21:00
Saturday: 9:00 – 19:00
Sunday: 10:00 – 19:00

-ENDS-

For further information, product press releases or requests for comment, please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplusmatter@evokegroup.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.