



## Superdrug pledge donation to Operation Smile charity

**Health and beauty retailer Superdrug has teamed up with P&G to donate money from the sales of Oral B products to Operation Smile, a charity which offers care to children with cleft condition across the world**

Superdrug have pledged alongside P&G to donate 10p (5p each) to Operation Smile from each Oral B product sold from Wednesday 7<sup>th</sup> September until 4<sup>th</sup> October 2022 in store and online. The charity supports children around the world born with cleft lip or cleft palate, ensuring that patients receive all essential surgeries as well as comprehensive cleft care including nutrition, dentistry, orthodontics, speech therapy and psychosocial support.

Children born with cleft conditions often struggle with severe social stigma and isolation, and so if not treated find it difficult to get jobs, make friends and become part of the community in later life. Operation Smile make it their mission to help those with the condition to live a happy, healthy life with a bright future.

The Health and Beauty retailer have been working with the charity for the last three years and have so far donated £33,800, the equivalent of 225 smile surgeries, changing lives forever!

Laura Wilkinson, Head of Trading in Personal Care at Superdrug says: *“ We are so pleased that we can team up with Oral B to make such a difference to young lives round the world. We hope that this year’s campaign continues to raise awareness and money to help even more children live a life without social stigma and get the much needed surgery and comprehensive care that they need.”*

Executive Director at Operation Smile, Mairead O’Callaghan, said *“We are thrilled to partner with Superdrug for this campaign, as a long-standing partner of Operation Smile, Superdrug has already made huge strides in helping children around the world who are suffering with cleft conditions. The Oral B and Superdrug campaign will make a hugely positive contribution to our vision of a world where no child lacks access to health and dignity through safe surgery.”*

From 7<sup>th</sup> September 10p from every Oral B product sold in Superdrug stores and online will be donated to Operation Smile.

**For further information on please contact:**

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### **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.

Superdrug shoppers can locate their nearest store by visiting the store finder on [superdrug.com](http://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](http://www.aswatson.com) for more information.

#### **About Operation Smile**

Operation Smile is an international medical charity that has provided hundreds of thousands of free, safe surgeries for children and young who are born with cleft lip, cleft palate or other facial conditions in more than 60 countries. Since 1982, Operation Smile has been committed to providing patients with health that lasts through safe cleft surgeries and comprehensive care, helping them to better breathe, eat, speak and live lives of greater quality and confidence. Its training and education programs elevate safe surgical standards and strengthen a global network to reach more people earlier in their lives.

To learn more about Operation Smile, please visit: [www.operationsmile.uk](http://www.operationsmile.uk)