



PRESS RELEASE

Superdrug Presents is back for 2024!

The leading Beauty & Health Retailer is bringing back its biggest customer event back for 2024!



Commented [MT2]: Update image with one for this year

Superdrug has announced the return of an even bigger and better Superdrug Presents for 2024. Its biggest beauty & health experience, will now span four days over the May Bank Holiday Weekend.

The 'ultimate health and beauty playground' will take place at The Truman Brewery, London and will offer customers interactive masterclasses, the opportunity to meet their favourite celebrities and influencers, as well as getting the chance to find out more about their favourite brands and enjoy free treatments such as piercings and manicures at Superdrug's Beauty Studio.

The showcase will run from Friday 24th May until Bank Holiday Monday 27th May 2024 and tickets will go on sale from Friday 17th November 2023. Priced at £29.99 for Health & Beauty card members and £39.99 for non-Health & Beauty card holders, the cost includes entrance to the event, access to industry experts and the sought after goody bag worth at least £250!

Special Early Bird tickets will also be available for 2024. Only available to Health & Beauty card members from 17th to 23rd November 2023, the early bird ticket will allow attendees 30 minutes early access to the event to enjoy stands and experiences before the crowds arrive, a VIP goody bag and entry into a free prize draw to win £500 worth of Health & Beauty Card points to spend in store or online.

Customers should expect to see household names from the world of health & beauty at the event, with over 50 brands taking part, the opportunity to mix with some of their hero beauty influencers and celebs, as well as access to 16 expert masterclasses over the 4-day event.

Simon Comins, Chief Commercial Officer at Superdrug comments, "We are thrilled Superdrug Presents is back for 2024. Last year's event was so well received and we know customers are eager

to hear what we have planned for next year. We can promise that Presents 2024 will be even bigger, offering more brands and experiences than ever before.

We want to ensure that Superdrug Presents is a space for visitors to fully immerse themselves with their favourite brands, as well as enjoying a host of unique Superdrug experiences.”

Superdrug Presents started in 2019, with 3,000 visitors in attendance. In 2023 the event grew to XXX attendees and with extension of 2024, the event is only going to get bigger!

Tickets can be purchased at [Superdrug Presents 2023 Tickets, London | Eventbrite](#) from Friday 17th November 2023!

For more information please contact: superdrug-mindplusmatter@ashfieldhealth.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.

For further information please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplusmatter@ashfieldhealth.com.