

**SUPERDRUG AND UNILEVER CELEBRATE 5 YEARS OF PRIDE PARTNERSHIP
WITH SWITCHBOARD HELPLINE**

With £55,000 donation pledged for 2022

This Pride month, Superdrug and Unilever mark the milestone of 5 years supporting Switchboard Helpline, with donations over the course of the partnership helping to support Switchboard Helpline’s essential work in the LGBTQ+ community, **funding over 266 volunteers, and amounting to over 7000 calls, instant messages and emails answered over the 5-year period.**

2022 marks the 5th year of Unilever and Superdrug’s partnership with Switchboard- a charity dedicated to providing vital support for the LGBTQIA+ community. Collectively Superdrug Own-Brand, Unilever, Durex, Britney Spears and Berrocca have committed to a total donation of £55,000.

Superdrug’s Chief Commercial Officer, Simon Comins, says: *“We are proud to be taking a stand with the LGBTQ+ community through our continued support of Switchboard Helpline, a vital charity providing an essential service. As we pass the 5 year milestone of our partnership, we’re proud to be collaborating long term with our donations enabling over 19,000 hours of trained volunteer time in total, supporting Switchboard to continue its vital work.”*

Stephanie Fuller, General Manager at Switchboard LGBT+ Helpline, says: *“The support and visibility this partnership with Superdrug and Unilever provides cannot be understated, ultimately it will mean our confidential non-judgemental service will continue to be there 10 am -10 pm, 365 days a year by phone, instant messaging and email to support people from the LGBTQIA+ communities that need someone to listen.”*



The rainbow edition packs are exclusive to Superdrug: Lynx Unity Shower Gel (£2.65), Lynx Unity Body Spray (£2.65), Simple Biodegradable Cleansing Wipes (£3.65), Vaseline Lip Tin in Aloe (£1.95), Vaseline Intensive Care Aloe Soothe Body Lotion (£5.99)

To mark the 5-year anniversary of supporting Switchboard Helpline, Superdrug is set to release a Pride edition Own Brand range

2022 will see Superdrug launch its very first limited edition Pride capsule collection of 6 wrapped own brand products, all of which will carry the Switchboard charity logo, phone and information. What’s more, the launch of the range sees Superdrug make a full donation of £10,000 to Switchboard.

It costs Switchboard around £450 to train and support each volunteer. Superdrug’s donation of £10,000 will enable Switchboard to train and support 22 new volunteers. Collectively, this could amount to over 1700 calls, Instant messages and emails answered across a whole year.





Studio Pride Edition Nail (£5.99), Pride Edition Lashes (£5.99), Studio Pride 4 Piece Eye Set (£8.49), Studio Pride Sponge (£3.29), Pride Footsock and Pride Lube.

About Switchboard

Founded in 1974, Switchboard operates a nationwide helpline which offers the LGBTQ+ community a safe space to discuss sexuality, gender and identity. The helpline is open 10am – 10pm, 365 days a year thanks to dedicated volunteers. Without the support of its 200 strong volunteer network, the charity would not be able to continue to provide this invaluable support for members of the LGBTQ+ community.

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

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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.

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.