



## Superdrug launches nationwide search for aspiring makeup artists, alongside TV & social star Belle Hassan & industry champion British Beauty Council



- Superdrug's 'Search for Studio Stars' will discover and propel 10 creative talents within the cosmetics industry.
- Professional MUA plus TV and social star, Belle Hassan, fronts the campaign to inspire entrants and share first-hand industry experience.
- British Beauty Council backs the campaign, to highlight the importance of attracting new cosmetics talent and helping the beauty industry to thrive and grow.
- The cosmetics industry is still in recovery from the Covid-19 pandemic. It currently employs 550,000 , brings in £24.5bn to the British economy and, according to recent reports has a CAGR of 6% over the next five years globally.

Superdrug and its latest own brand cosmetics range, Studio London, has announced the launch of its 'Search for Studio Stars' campaign. In partnership with The British Beauty Council and new campaign ambassador, Belle Hassan, the search will see Superdrug's Studio London discover 10 of the country's most creative makeup artists and give them a money-can't-buy opportunity, to gain social awareness and valuable industry experience from the expert team at Superdrug.

The personal care industry was hard hit by the Covid-19 pandemic, with GDP contributions declining by 28.1% from 2019 to 2020, but today employs 500,000, brings in a valuable £24.5bn to the British economy and has huge potential for future growth. The campaign is designed to encourage new talent into the industry, breakdown any misconceptions and barriers to working in beauty and highlight the amazing opportunities a career in creative cosmetics today can bring.

Social and TV star, professional makeup artist and campaign ambassador, Belle Hassan, says: *"I am so grateful that Superdrug approached me for this campaign, as I think the cosmetics industry needs and deserves some time in the spotlight. Makeup artistry has given me so much opportunity, enabled me to work with such an amazing community and given me the confidence to branch out and build my own social brand. Yet nobody presented it to me as a viable career path and many times since, I've seen it dismissed as a frivolous choice or reduced to a stereotype. Together we aim to show that creative cosmetics is a fun, exciting, diverse, rewarding and highly skilled industry, I can't wait to see the amazing talent our 'Search for Studio Stars' campaign finds!"*

The online search kicks off this month on Studio London's TikTok page, where aspiring makeup artists simply need to share a video creating their own unique, creative makeup look. From there, 10 of the most talented and inspiring makeup artists will be selected to represent the brand and will be enrolled in a four-month programme set to accelerate their careers. The programme includes an industry immersion day at Superdrug HQ, an exclusive

masterclass with celebrity ambassador Belle Hassan, a business webinar with British Beauty Council experts and the opportunity to gain valuable experience working on Superdrug's upcoming seasonal marketing campaigns, including Halloween and Christmas.

Millie Kendall, CEO of the British Beauty Council says: *"We are delighted to be working with Superdrug to highlight the wealth of opportunity that exists for those exploring a career in creative beauty. The cosmetics industry contributes a huge amount to the British economy, yet is vastly underestimated and sadly as we saw with Covid-19 lockdowns, still not treated with the respect and priority it deserves. Our latest Value of Beauty Report shows that our industry encourages high rates of entrepreneurship and diversity, is popular with minority groups including women and ethnic minorities, lures a young workforce and also promotes social mobility. So it's vital to the economy and society that we demonstrate the credibility and creativity of cosmetics careers, attracting tomorrow's talent through campaigns like 'Search for Studio Stars'."*

With a 136-piece collection and each product coming in under £10, Studio London aims to prove that high cosmetic quality and performance can be achieved at an affordable price. With its new 'Search for Studio Stars' campaign, the brand aims to build a new community of up-and-coming makeup artists, who will champion the individuality, diversity, freedom and exploration of colour cosmetics and the new Studio London brand.

Jamie Archer, Superdrug's Head of Own Brand, added: *"When we're developing Own Brand at Superdrug, we're very careful to keep customer values at the heart and so there are no better faces or voices to represent Studio London than our brand fans. There are many routes into makeup artistry today, but social media is now one of the most exciting and popular. We've seen so many awesome creatives pick up our brushes, pallets and products since we launched last November and so 'Search for Studio Stars' is about rewarding and harnessing that precision and passion, as well as helping to level up and step up the talent in the cosmetics industry today."*

The 'Search for Studio Stars' campaign is open for entry from today via TikTok and until 8<sup>th</sup> August. 10 winners will be selected at the end of August and entered into a four-month Superdrug programme, which runs until the end of 2023. For more information and T's and C's, visit [www.superdrug.com/studio-london-stars](http://www.superdrug.com/studio-london-stars).

**ENDS**

**Notes to editor:**

Superdrug ☆

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.

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

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