



SUPERDRUG LAUNCHES FREE ONLINE HUB FOR SKINCARE EDUCATION

As 98.5% of shoppers* ask for brands to make it easier to navigate skincare products, Superdrug has recruited best-in-class industry experts to launch an online hub packed with exclusive skincare education easily accessible to all.

Whether you're a skincare buff or just starting out, the new Superdrug Skin School campaign launching today has arrived with a bang with a brand-new online hub that intends to elevate everyone's skin knowledge to the max. Superdrug's skin-centric campaign aims to simplify and democratise the skincare industry with a centralised Skin School online hub to provide education to all, no matter your skin type, tone or texture.

With **55% of shoppers* stating that the high street doesn't offer enough options for those with skincare conditions** (including acne, rosacea, and pigmentation) and **73%* not always understanding the ingredients they're using**, Superdrug have enlisted skin experts to offer real-world advice, tips, and product recommendations to be able to cater to all their customers skincare queries.

Dr Ewoma Ukeleghe, Medical and Cosmetic Doctor, and Alicia Lartey, Esthetician, alongside Superdrug in-house experts have collaborated on videos, podcasts, and blog posts to communicate a multitude of skin care topics clearly and accessibly. Subjects will include 'why you shouldn't be skipping body care routines' to the age-old question of 'what order do I apply my skincare products in'. In addition, the efficacy of Superdrug's affordable own brand and exclusive ranges will be explored for customers who may not have had the chance to try these products before. And, for skincare savvy shoppers, behind-the-scenes content will be shown on own brand ranges make it to the shelves - from product concept and development to launch!

The Superdrug Skin School hub launch follows the first-of-its-kind 'Superdrug Skinceptance' campaign that rolled out an in-store skin advice and treatment service. Pharmacists are trained to provide support for a range of skin conditions to be able to prescribe select over-the-counter medicines. Details on how to access this scheme will be advertised permanently on the Superdrug Skin School Hub.

Superdrug is also currently trialling a host of dermatologist nurses working alongside pharmacists in 4 UK stores for skin consultations. Customers can already scan QR codes on POS in-store to be able to speak with a pharmacist for virtual skin consultations in cases where their local Superdrug isn't offering this trial.

Dr Ewoma Ukeleghe, Medical and Cosmetic Doctor and Superdrug skincare ambassador, says *'It's a privilege to be a part of a revolutionary step in Superdrug's approach to accessible and affordable skincare. With the cost of living rising and post-pandemic skin-related conditions on the rise in-clinic, it's key for retailers to take ownership on the level of skincare education they are providing as well as making this information readily available to all.'*

I regularly work in-clinic with patients who aren't well versed in what products to reach for or what skin type they have, so having a quick and easy online hub to navigate on from your phone or computer is a real milestone for the skincare industry.'

The Superdrug Skin School Hub can be found here: <https://www.superdrug.com/skincare-advice>

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.

*Survey of 307 members of the Superdrug Customer Community. Conducted in January 2022 by Mind+Matter and Superdrug.



For further information please contact the Superdrug press office at Mind+Matter on 01273 712000 or email 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.

Please visit www.aswatson.com for more information.