

Superdrug host annual industry 2023 Star Awards



- Superdrug's Star Awards took place on Tuesday 21st March at The Gherkin, London
- The event was hosted by Clara Amfo and attended by the celebrities such as Georgia Harrison, Liberty Poole and Olivia Bowen

Last night Superdrug held their annual industry Star Awards to hand out accolades to the Beauty Community, voted for by Superdrug customers and industry insiders.

Radio Broadcaster, Clara Amfo, hosted the event at the Gherkin, London in front of a host of winners and celebrities including recent Love Islanders Zara Leckenby-Brown, Tanyel Revan and Ellie Spence, as well as Abbie Quinnen and Priscilla Anyabu.



Big winners for the night included Maybelline's Sky High Mascara, who won Best Mascara with 67% of the vote. Simply Pure won Best Superdrug Brand, Rimmel x Tom Daley for the Most Inclusive campaign of 2022 and Beauty Banks who won Superdrug's Doing Good Feel Super Award.

Mallows Unicorn Shave Butter won the award for Marketplace Launch of the year following the launch of Superdrug's own Marketplace in November 2022. Ruby Rare was also rewarded for Pride Ambassador of the year, alongside Sali Hughes who was recognised for her collaboration with make-up brand Revolution, winning the Best Brand Beauty Collaboration of The Year.

Simon Comins, Superdrug's Chief Commercial Officer said "In today's crowded beauty market, our shoppers are not lacking in choice. So we turned to the one voice we value the most, our community of Superdrug customers, to tell us which products work the best for them.



It's been amazing to be able to reward products that our Superdrug family have voted for as well as some of the wider campaigns and people that have supported us over the last year. The Star Awards is always a special date in our calendar and we are honoured to shine a light on the products and people that our customers really care about."

Superdrug are celebrating the awards by giving Health & Beautycard members triple points across all Star Award 2023 winner and shortlisted products until 18th April 2023. Also in April, customers will have the chance to qualify for a free beauty box, full of Star Award winners, worth over £200 when they spend over £100 online. This will be a special one day event and only available online.

Discover the winners at www.superdrug.com/starawards

-ENDS-

For further information, product press releases or requests for comment, please contact the Superdrug press office at Mind+Matter on 01273 712000 or email superdrug-mindplusmatter@evokegroup.com

The Full List of Winners are:

Award	Winner
Best Hair Removal	Venus Comfort glide Strawberry Razor
Best Whitening toothpaste	Colgate Max White Ultimate Catalyst
Best Body Mist	So...? Ibiza Dreams
Best Shower and Bath	Radox Sweet Summer Nights
Best Facial Accessory	Studio Microfibre Cloths Pack X3
Best Makeup Accessory	B. Blending Sponge
Best New Masculine Fragrance	Boss Bottled Parfum
Best New Feminine Fragrance	Paco Rabanne Fame
Best New Premium Fragrance	Prada Paradoxe
Best Concealer	e.l.f Hydrating Satin Camo
Best Mascara	Maybelline Lash Sensational Sky High Cosmic
Best Lip Under £5	Revolution Juicy Bomb Lip Gloss Coconut
Best Social Trending Product	e.l.f Power Grip Primer
Best New Product Launch	Nyx Professional Makeup Milky Gloss
Best New Brand Launch	Bourjois

Best Sleep & Stress Aid	BetterYou Sleep Spray
Best Medicated Skincare	Epaderm Emollient
Best Beauty Vitamin	Vitabiotics Perfectil Original
Best Winter Saviour	Superdrug Cold And Flu Relief
Best Gut Health	Vitabiotics Wellbio

Best Hair Treatment	Garnier Ultimate Blends Banana Mask
Best Shampoo & Conditioner	L'Oreal Paris Elvive Hydra Hyaluronic Acid
Best Hair Styler	L'Oreal Hairspray Elnett Normal Hold & Shine
Best Curly Hair Product	Shea Moisture Strengthen Leave-In Conditioner

Best Face Skincare	Garnier Vitamin C Micellar Water
Best Body Skincare	Cerave Hydrating Foam Oil Cleanser
Best Self Tan	Bondi Sands Liquid Gold Self-Tanning Foam
Best Sun Protector	NIVEA Suncream Spray SPF30

Our Best Superdrug Brand	Simply Pure
Our Best Superdrug Skincare	Me+ Vitamin C with Squalane Booster
Doing Good Feel Super	Beauty Banks
Social Savvy of the Year	Ru Paul
Most Inclusive campaign	Rimmel x Tom Daley
Innovator of the Year	HiSmile
Spotlighter of the Year	Glam by Sam
Star Influencer Mogul of the Year	Grace Beverley
Best Beauty Brand Collaboration of the Year	Sali Hughes
Best Black Owned Brand of the Year	Juvias Place
Pride Ambassador of the Year	Ruby Rare
Brand Fan of the Year	Dr Ewoma
Marketplace Launch of the Year	Mallows Unicorn Shave Butter



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.