



PRESS RELEASE

## **Shop Smarter at Superdrug and save up to 50%<sup>1</sup> this winter by switching to own brand vitamins, cold & flu products**

*The Health & Beauty Retailer have frozen prices across all Own Brand vitamins, supplements, cough, cold & flu products in continued support against the cost of living  
The price freeze will last until March 2023*

**London, 26 October 2023:** In its latest commitment to provide the best in trending beauty brands, everyday personal care, and essential health products whilst supporting customers through the cost-of-living crisis, Superdrug today announced it was freezing prices across all own brand vitamins, supplements, cough, cold & flu relief products, in store and online, until March 2023.

Superdrug has already frozen the prices of over 5,000 own brand favourites and beauty essentials across its stores to help customers cope with rising costs. With winter fast approaching, the high street giant's latest price freeze is designed to help support families with their health and immunity needs, throughout the season in a promise to customers that prices will not rise until March 2023 within this category.

The price freeze adds to Superdrug's expanding healthcare offering, in which consumers can not only shop great value products but can also seek advice from Superdrug's Health Clinics, Online Doctor and Video GP, as well as NHS prescription and vaccine services.

Simon Comins, Chief Commercial Officer at Superdrug commented: "Accessible health is a core value at Superdrug. We understand how important it is to our customers to keep themselves and their families healthy during cough and cold season. Helping them to understand where they can get the best value and not compromise on quality of medicines and vitamins is vital. Therefore, we are adding further products to our price freeze so we can support customers in winter-proofing their health over the next few months."

Stocking up on the usual medicine supplies may not come as easy this year with the prices of all essential items rising so rapidly, but shoppers can save up to 50% by swapping from branded products to Superdrug own-brand items:

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<sup>1</sup> Versus leading high street brand competitors

## SWAP AND SAVE ON COLD & FLU MUST-HAVES

\*SAVINGS ARE BASED ON SUPERDRUG VS LEADING HIGH STREET BRAND\*



**46% SAVING: Superdrug Max Day & Night Capsules x 16, £2.99**



**47% SAVING: Superdrug Dry Ticky Cough 200ML, £4.49**



**36% SAVING: Superdrug Sore Throat Dual Action Lozenges Blackcurrant, £3.49**



**30% SAVING: Superdrug Sore Throat Dual Action Lozenges Honey & Lemon, £3.49**



**40% SAVING: Superdrug Max Cold & Flu Relief Sachets x 10, £2.99**

Full range available only at [Superdrug.com](https://www.superdrug.com)

For more information please contact: [superdrug-mindplasmatter@ashfieldhealth.com](mailto:superdrug-mindplasmatter@ashfieldhealth.com)

### 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](https://www.superdrug.com).

For further information please contact the Superdrug press office at Mind+Matter on 01273 712000 or email [superdrug-mindplasmatter@ashfieldhealth.com](mailto:superdrug-mindplasmatter@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](https://www.aswatson.com) for more information.