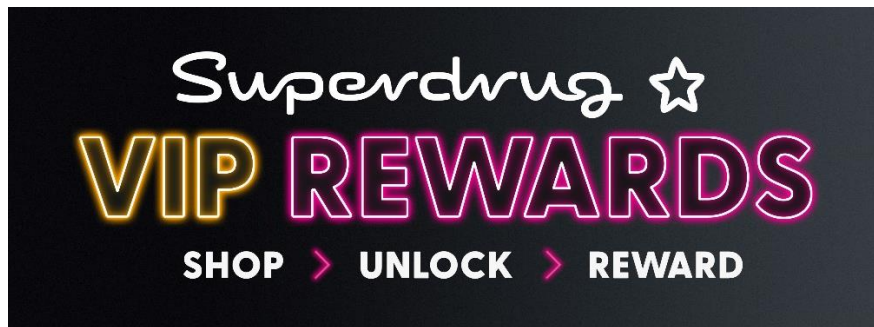




PRESS RELEASE

SUPERDRUG LAUNCH NEW VIP REWARDS LOYALTY SCHEME



- **VIP Rewards will launch on the Superdrug app on the 25th October, bringing even more offers and rewards to their Health & Beautycard members**
- **Health & Beautycard members will unlock rewards the more they shop in store, online or on the Superdrug app**
- **Once a member hits a total spend of £300, they will reach VIP tier-allowing them access to even more rewards for 12 months, including further discounts, freebies and more**

VIP Rewards will bring a host of new offers to Health & Beautycard members being rewarded for spend on top of Superdrug's already great everyday offers. The new rewards scheme will automatically update for all current Health and Beautycard app and Superdrug.com members when they log in after 25th October 2023.

Every time a customer reaches a spend threshold, they will unlock a reward, such as 20% off Own Brand products, or free delivery. Once a member reaches a spend of £300, they will reach VIP status and will automatically be eligible to enjoy 12 months of fantastic offers. These promotions include 'always on' offers such as 10% off Own Brand and Beauty Services plus new rewards, which will launch on the app every other month. Superdrug will also continue to surprise their VIPs with lots of extra rewards throughout the year.

The app will automatically update on 25th October for members who already have it downloaded and both app users and Superdrug.com members will automatically be given rewards based on their current spend. Over 150,000 Superdrug customers will automatically qualify as a VIP member and will instantly be able to enjoy benefits for a whole year when the rewards go live.

The 'always on' rewards will be able to be used in conjunction with other Superdrug offers such as Star Buys and Members only prices, so members really can pick up some fantastic deals.

Matt Walburn, eCommerce Director at Superdrug said: *"We are excited to bring the new App and introduce VIP Rewards to our shoppers. We wanted to reward our loyal customers with offers that they would find useful and be able to use day to day on products we know they love. We also wanted to make sure the rewards were accessible for a good amount of time, allowing shoppers to remain as*

a VIP for 12 months after reaching the threshold of £300, means that shoppers can take full advantage of all of our promotions, using stackable discounts to get fantastic prices.

The new VIP Rewards scheme also sees us starting our journey to move from physical cards to an app based loyalty scheme, enhancing our offline plus online initiative to engage and improve the customer experience.”

Health & Beautycard members have an unlimited time to unlock rewards before reaching VIP status. Once a member has enjoyed a year’s worth of promotions as a VIP they will either reset back to normal status to progress through the rewards again, or if they have continued to spend over £300 throughout their VIP status they will be able to continue being a VIP for another year.

To sign up to be a Health & Beautycard Members visit [VIP Rewards | Superdrug | Superdrug](#)

-ends-

For more information please contact:

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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.

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