

Accessibility Statement

Introduction

Superdrug is committed to making its physical stores, websites and mobile applications accessible to everyone. This Accessibility Statement outlines the measures we have implemented to comply with applicable law relating to accessibility and reaffirms our ongoing commitment to improving accessibility.

Physical Accessibility

Our physical stores are designed to accommodate all customers, featuring wide aisles, clear signage and barrier-free access.

We provide assistance to customers who require additional support, including personal guidance and the welcome use of assistance dogs.

Customer Service

Our customer service team is available to assist customers with disabilities. We offer multiple communication channels, such as phone, email and live chat, which are accessible to everyone.

We have implemented a feedback mechanism that allows customers to report accessibility issues and suggest improvements.

Digital Accessibility

We have been and continue to work towards achieving WCAG 2.2 AA compliance across our website and mobile applications.

We are currently partially compliant with WCAG 2.2 AA. Below we explain the methods we're using to achieve compliance.

We have implemented the third party tool UserWay (accessible via the icon / widget at the bottom-right corner of our website). Its main features and functions are as follows:

1. **Screen Reader:** Reads text, descriptions, and navigation elements aloud, allowing users to understand content without reading.
2. **Contrast+:** Improves readability by inverting color schemes, applying dark mode, or using a lighter color scheme.
3. **Smart Contrast:** Automatically adjusts contrast based on content and background for optimal readability
4. **Highlight links:** Visually highlights hyperlinks to help users easily identify clickable elements.
5. **Larger text:** Increases font size to improve readability for users who require larger text.

6. **Text Spacing:** Adjusts line spacing to enhance text clarity and readability.
7. **Pause Animations:** Disables all on-screen animations, which is useful for users who are sensitive to motion or distractions.
8. **Hide Images:** Removes non-text visual elements from the page, allowing users to focus on written content.
9. **Dyslexia-Friendly Fonts:** Offers specially designed fonts to improve readability for users with dyslexia.

These features enable users to personalize their experience, ensuring optimal accessibility and ease of use of our website.

We continue to work on improving the following key non-compliant features of our website:

- ✓ **Clear Labels for Buttons and Forms**
Some buttons and forms do not tell screen readers what they are or what they do. We are fixing this so that people using assistive technology can understand and use them easily.
- ✓ **Stronger Text and Layout Connections**
Some pages do not clearly show how different parts are connected. We are working to add better labels and structure so users can understand the layout more easily.
- ✓ **Improved Text Resizing**
In some cases, making the text bigger causes problems with how the page looks or works. We are updating the design so that everything stays readable and usable when text is resized.
- ✓ **Less Reliance on Colour Alone**
Some information is shown only by using colour, which can be hard for people with colour blindness. We are working to change this so that colour is not the only way to understand important details.

Limited Use of Disproportionate Burden Exemption: We have determined that a limited number of beauty-related features, such as the online skin advisor, which rely on product application visuals and personalized image-based recommendations, would pose a disproportionate burden to our business if made fully accessible for individuals with visual impairments. This is due to the limited or non-existent benefit such features offer to these users.

Our Commitment

- **Continuous Improvement:** We regularly review and improve our accessibility measures to meet evolving customer needs and comply with regulatory requirements.
- **Collaboration:** We engage with accessibility experts and organizations representing individuals with disabilities to continuously improve our services.

- **Transparency:** We publish this Accessibility Statement on our websites and actively invite customers to share their experiences and feedback.

Contact

If you have any questions or concerns about our accessibility measures, please contact us via the webchat function on our website or write to us at: Customer Services, Superdrug Stores plc, 51 Sydenham Road, Croydon, Surrey, CR0 2EU.

This statement was last reviewed and updated on 7th May 2026.