

BECOME A HAIR EXPERT(ISE)

- Superdrug unveils the new Expertise range-

Strong branding is an asset to any company, but Superdrug the UK's most fashion conscious beauty and health retailer wants to ensure that customers are at their most fashionable at all times, be it the state of their make-up table or travel bag.

Turn every day into a great hair day with the help of the Superdrug salon specialists. They've created expertise, a range of styling products to give you that professional salon touch and help keep your hair looking good and feeling fabulous. The range consists of:

Curl expertise, Heat protect curl creator spray £2.99: The curl creator spray allows you to create long-lasting, well defined curls whilst protecting your hair from heat damage at the same time, it can also be used to control naturally curly or wavy hair, leaving you with soft, shiny frizz free hair, be you a crimper, curler or just au natural!

Straight expertise, straightening cream £2.99: ever get the feeling that your hair just isn't going to look right? The trick is to stay cool, calm and collected (that isn't going to help) so ladies take note. With the straightening cream you can prevent heat damage, split ends and breakage whilst keeping a gorgeous healthy looking shine. Sounding fab, what's even better is that it is suitable for all hair types.

Straight expertise, straight and protect spray £2.99: Expertise salon and protect spray with heat precaution is perfect for helping to keep your hair in tip top condition, even if your using hairdryers, straighteners and curling tongs on a regular basis (don't despair we all do it) Its conditioning, anti-frizz, anti-static formula helps to protect against heat damage whilst keeping frizz and fly-aways under control.

Shine expertise, Anti-frizz & shine mist £2.99: This mist will re-vamp your hair and calm that frizz in an instant, whilst we all know that the finishing touches are the vital this mist will give your hair a hint of instant radiance, and even better...the bottle is the perfect size to travel in your make-up bag, handbag and possibly your clutch!

- ends -

For more information, photography or product samples please contact Jenny Hill or Jennie Young at ZPR, 0207 896 3404 or e-mail jennie@z-pr.com

Notes to editors:

- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with almost 800 stores in the UK and Eire. A programme of growth will see over 950 Superdrug stores by the end of 2007
- Superdrug is one of the health & beauty retail brands from the A.S. Watson Group (ASW) family – the world's largest health & beauty retailer and the largest perfumeries & cosmetics retailer. With a history dating back to 1828, ASW has evolved into an international retail and manufacturing business with operations in 34 markets worldwide
- A.S. Watson has a network of over 7,100 retail stores globally with store in over 1,800 cities, with over 90,000 employees and serves over 25 million customers a week.