

**News Release**

19<sup>th</sup> September 2007

**FASHION FRINGE BEAUTY BENEFITS  
- Superdrug launches limited edition Fashion Fringe collection -**

As a supporter of Fashion Fringe, Superdrug, the UK's most fashion conscious beauty and health retailer, is celebrating the Final of this year's award with a limited edition Fashion Fringe product range.

Fashion Fringe winner 2006, Gavin Douglas, has designed a Fashion Fringe essentials collection to be sold in Superdrug this winter to coincide with the announcement of the 2007 winner (20<sup>th</sup> September).

Both the mag bag (above) and the cosmetics bag in the range uses a new Gavin Douglas designed graffiti inspired illustrative print, with red trim, red lip print and gold embroidery. The limited edition collection will be on sale in all 907 Superdrug stores from end October and retails at £5.99 for the mag bag and £4.99 for the cosmetic bag.

Guests at the Fashion Fringe final in Covent Garden on 20<sup>th</sup> September will each receive an exclusive Gavin Douglas FFF condom case.

To celebrate the final of Fashion Fringe 2007 Superdrug has linked with fellow Fashion Fringe sponsor L'Oreal to compile a Fashion Fringe Beauty Bag, featuring Gavin's cosmetic bag packed with L'Oreal's Fashion Week essentials.

The Fashion Fringe Gavin Douglas Superdrug and L'Oreal Beauty Bag contains a mini Elnett hairspray, Glam Shine lipgloss and Studio Line Dirty Clean texturising paste.

As part of its relationship with Fashion Fringe, Superdrug has sponsored a brand new accessories award. The brief is to design a pair of Fashion Fringe sunglasses to go on sale Summer 2008.

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Notes to editors:

- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with over 900 stores in the UK and Ireland. 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 36 markets worldwide
- A.S. Watson has a network of over 7,800 retail stores globally with store in over 1,800 cities, with over 98,000 employees and serves over 25 million customers a week