

Superdrug[☆]

News Release

1st October 2006



GREY... THE NEW BLACK

- the most subtly fabulous colour to hit the nails since noir -

This winter smart nails are talking their lead from the catwalk with the launch of a new pretender to the much contended crown of nation's favourite nail colour. Superdrug is tipping the introduction of grey nail polish to be the hottest launch since the days of fighting in the beauty aisles over the last bottle of Chanel Rouge Noir.

Grey is the new black, not as hard core as jet black it is the perfect way to complement this season's glossy goth look, perfect for adding a high sheen look to new season tailoring and a fantastic contrast to the recent girlish neons. This is a nail colour for grown-ups.

Celebrity manicurist and creator of the Bo'Chel range of nail treatments Glenis Baptiste said: "Grey is the one colour which has never hit the shelves before, for shoots I've had to create my own shades by mixing black and white varnish. It's great news the high street is overtaking the designer brands by offering grey shades first. The mid grey paint is the archetypal 'urban chic' look and should be worn on short natural nails with my high shine topcoat."

Grey nail paint from Barry M (£2.95) will be available later this month at Superdrug stores nationwide.

- 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 perfumery & 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

Health & Beauty from A.S. Watson

Superdrug

- 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
-