



## News Release

11<sup>th</sup> July 2007

### **SUPERDRUG CRASHES THROUGH THE PREMIUM SKIN PRICE BARRIER - over 40 per cent off top selling designer skin care -**

This week (until 17<sup>th</sup> July) sees a £100k price crash on designer skin care as Superdrug slashes the price of best-selling premium lines with reductions of over 40 per cent.

Superdrug stores and [www.superdrug.com](http://www.superdrug.com) have fast become shopping hot spots for customers looking for designer must-haves at high street prices. This week, to celebrate Superdrug's dominance in the cut-price premium skin care market, sees a price crash of epic proportions. For example the price of Clarins eye contour balm (20ml) is cut to just £13.30 (from £22.50, a 40 per cent saving) and Lancome Bifacial emur (125ml) is down to £10.20 (from £17, a 40 per cent saving).

Gary Donoghue, External marketing director said: "We are famous for offering leading designer name beauty at Superdrug prices. This price crash is a celebration of the fact that you don't need to pay A list prices to get A list products."

Brands included in the Price Crash include Lancome, Clarins, Clinique, Decleor, Dior and Biotherm.

Premium skin care	RRP	Superdrug	SAVING
<b>BIOThERM</b>			
Clarifying toning lotion normal skin (200ml)	£14.50	£9.99	31%
Clarifying lotion milk normal skin (200ml)	£14.50	£9.99	31%
Soft cleansing milk dry skin (200ml)	£14.50	£9.99	31%
Soft toning lotion dry skin (200ml)	£14.50	£9.99	31%
Age Fit2Day cream (50g)	£35	£19.95	43%
<b>CLARINS</b>			
Anti aging hand lotion (75ml)	£16.00	£13.99	12.5%
Hand and nail treatment cream (100ml)	£16	£13.99	12%
Beauty flash balm (50ml)	£24	£19.49	19%
Body treatment oil firm/toning (100ml)	£31	£23.99	22.5%
Cleansing milk combination/oily (200ml)	£14	£11.99	14%
Cleansing milk dry skin (200ml)	£14	£11.99	14%
Contouring bath and shower	£14	£11.99	14%
Contouring face lift	£33	£27.99	15%
Extra comfort cleansing cream (200ml)	£21	£16.49	21.5%
Extra comfort toning lotion (200ml)	£15	£11.99	20%
Extra firming day cream (50ml)	£42	£37.99	10%
Extra firming night cream (50ml)	£44	£37.99	14%
Eye contour gel (20ml)	£22.50	£13.30	40%
Eye contour balm (20ml)	£22.50	£13.30	40%
Eye revive beauty flash	£22.50	£17.99	20%
Facial treatment oil lotus (40ml)	£28	£5	82%
Facial treatment oil orchid blue (40ml)	£28	£5	82%
Gentle day cream (50ml)	£27	£21.99	18%
Gentle exfoliating refiner (50ml)	£21	£16.99	19%
Gentle foaming cleanser (125ml)	£14	£12.49	10%
Gentle night cream (50ml)	£33	£26.99	18%
Hydra care tinted moisturiser (50g)	£22.50	£16.99	24%

# Superdrug

Hydra-matte day lotion (50ml)	£17	£14.49	15%
Hydration+ moisture lotion SPF15 (50ml)	£20	£18.99	5%
Hydra care moisture quench lotion (50ml)	£29	£23.99	12%
Multi active day cream	£34	£29.99	11%
Multi active night lotion (50ml)	£39	£5	87%
Normalising facial mask (50ml)	£16	£11.99	25%
Normalising night gel (30ml)	£16	£11.99	25%
One step cleanser (200ml)	£15.50	£13.49	13%
Purifying cleansing gel (125ml)	£14.50	£11.99	17%
Purifying toning lotion (200ml)	£14.50	£11.99	17%
Relax bath and shower concentrate	£14	£11.49	18%
Renewal plus night lotion (50ml)	£37	£31.99	13%
Thirst quenching hydra care mask (50ml)	£25	£5	80%
Tonic bath and shower concentrate	£14	£11.49	18%
Toning lotion combination/oily (200ml)	£14	£9.99	28%
Total body lift (200ml)	£30	£19.99	33%
Eau Dynamisante body lotion (250ml)	£22.50	£17.99	20%
Eau Dynamisante deodorant (100ml)	£14	£10.99	21%
Eau Dynamisante spritz (100ml)	£23.50	£18.99	19%
Men active face scrub (75ml)	£17	£13.49	20%
Men moisture balm (50ml)	£23.50	£16.49	30%
Men moisture gel (50ml)	£23.50	£16.49	29%
Men smooth shave (150ml)	£12.50	£7.99	36%
<b>CLINIQUE</b>			
Comforting cream cleanser (150ml)	£14	£11.19	20%
Clarifying lotion 1 (200ml)	£14	£12.60	10%
Clarifying lotion 2 (200ml)	£14	£12.60	10%
Clarifying lotion 2 (400ml)	£23	£20.70	10%
Clarifying lotion 3 (200ml)	£14	£12.60	10%
Clarifying lotion 3 (400ml)	£23	£20.70	10%
Clarifying lotion 4 (200ml)	£14	£12.60	10%
Clarifying lotion mild (200ml)	£14	£12.60	10%
Dramatically different lotion (125ml)	£27	£22.99	15%
Dramatically different moisturiser (50ml)	£27	£22.99	14%
Dramatically different gel (125ml)	£27	£22.99	14%?
Dramatically different gel (50ml)	£15	£12.99	13%
Exfoliating scrub oily skin (100ml)	£15	£11.99	20%
Gentle exfoliator (100ml)	£15	£12.99	13%
Liquid soap extra mild (200ml)	£13	£7.80	40%
Liquid soap extra strength (200ml)	£13	£7.80	40%
Liquid soap mild (200ml)	£13	£7.80	40%
Moisture on call (50ml)	£27	£23.99	11%
Rinse off eye make-up solvent (100ml)	£11.50	£9.99	14%
Take the day off (125ml)	£11.50	£10.49	9%
<b>DECLEOR</b>			
Cleansing gel	£16	£9.99	37%
Cleansing milk (250ml)	£16	£9.99	37%
Eye make-up remover (150ml)	£16	£9.99	37%
Neroli face oil (15ml)	£36	£22.99	36%
Rose D'Orient face oil (15ml)	£36	£22.99	36%
Tonifying lotion (250ml)	£16	£9.99	37%
<b>DIOR</b>			
Capture R60/80 eye cream (15ml)	£34	£24.99	26%
Cleansing milk (200ml)	£17	£12.99	23%
Energizing toner (200ml)	£17	£12.00	24%
Hydration cream (50ml)	£38	£26.99	29%
<b>LANCOME</b>			
Bifacial emur (125ml)	£17	£10.20	40%

# Superdrug

Eau de bienfait clarte (200ml)	£17.50	£11.99	31%
Exfoliance Clarte	£25	£15.99	36%
Exfoliance Confort	£25	£15.99	36%
Galatee confort cleanser (200ml)	£17.50	£11.99	31%
Galateis clarte cleansing milk 2 (200ml)	£17.50	11.99	31%
Gel clarte cleansing wash (125ml)	£17.50	£11.99	31%
Hydra zen dry/normal (50ml)	£33	£24.99	24%
Hydra zen night cream	£34	£24.99	26%
Mousse confort (215ml)	£17	£11.99	29%
Nutri intense mask	£26	£5	80%
Pure focus cleansing gel (125ml)	£17	£5	70%
Pure focus toning lotion	£17	£5	70%
Tonique clarte (200ml)	£17	£11.99	29%
Tonique confort (200ml)	£17	£11.99	29%
Hydrazen Neurocalm day cream	£35	£24.99	28%
Hydrazen Neurocalm night cream	£37	£24.99	32%