

News Release

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A TOUCH OF GREY **- Superdrug's smoky eye essentials -**

This winter there is just one choice for on-trend eye make-up – smoky eyes. The smoky eyed look was a fixture on the catwalks with Dior, JPG and John Galliano all showcasing smudged, show stopping charcoal enhanced eyes.

Grey is a key colour for winter including woolen tights at Prada, oversized knitted scarves at Giles and a profusion of rain cloud hued chiffons and organzas, along with the lightest plissé silks. For those not wanting to refresh their entire wardrobe the addition of smoky eye make-up can bring a winter look right on trend.

Superdrug's essential kit for creating beautiful smoky eyes this winter includes;

- Natural High eye brightening cream (£3.99) to revitalise tired eyes
- MeMeMe drama queen mascara (£7.99) for giving lashes a dramatic flourish
- NYC eyeliner in jet black (£2.49) to defining eyes, either leave as a graphic line or gently smudge
- 2True eyeshadow in grey (£1.95) for adding a smoky cloud to lids

Simon Comins, head of cosmetics at Superdrug said: "Smoky eyes are a key look this winter, and is actually an incredible versatile trend. Darker block graphic shapes give a rock edge, while cloud pale grey and smudged eyeliner gives a softer effect."

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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 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 36markets 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