



News Release

29th July 2007

BRITS UNDER ATTACK

- sales of bite relief creams and sprays double at Superdrug –

Sales of bite relief cream and sprays have doubled at Superdrug over the past two weeks as this wet and humid weather sees an increase in mosquitoes and other flying creepy crawlies.

Peter Newbould, Superdrug Health Director said: "Just when you thought summer couldn't get any worse we're now under attack from mosquitoes, midges and other flying insects."

The sales increase is the same across the country with stores as diverse as Norwich and Croydon reporting sales doubled based on the same week in 2006.

Sales of insect repellent are also on the rise as customers find themselves telling insects to buzz off.

Superdrug is already ordering more supplies to be rushed out to store. With sunshine on the way, Solait sun protection with insect repellent is set to be a big seller through August.

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Editor's notes:

- 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 perfumery & 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