

SUPERDRUG BEAUTY BLOG



THE MODERN WOMAN'S HANDBAG ESSENTIAL

This summer's handbag essential is not a lipstick, not an eye-liner, not even a new wrinkle erasing wonder serum... it's something small yet very powerful. The new Desire condom is a new style condom designed to appeal to Superdrug's female shopper.

Desire is being launched as part of the Want Respect campaign, launched by Government departments with the aim of encouraging young Brits to use condoms and take control of their own sexual health and family planning. Superdrug research showed that its shoppers didn't want to carry the macho man condoms currently on sale so it worked to launch something more conducive to the boudoir than to the bike-shop.

The Desire condom 'rescue pack' of two condoms is available exclusively from Superdrug from the end January at £1.49 per pack.

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For further information please contact Kate Ward or Jenny Hill on 020 7896 3404 / 07971 117265 or email superdrug@z-pr.com

Notes to editor:

- Superdrug is the United Kingdom's most fashion conscious beauty and health retailer with over 900 stores in the UK and southern Ireland
- 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