



COLOUR FOR THE HAIR... DOWN THERE - Superdrug introduces Betty -

This February Superdrug.com launches Betty – colour for the hair down there. The hair dye has been specially formulated for the more delicate areas and comes in two shades, LOVE Betty a fiery red and FUN Betty a hot pink. Each pack includes heart shaped templates for additional styling inspiration.

Available from www.superdrug.com Betty is available from the beginning of February (perfect for Valentine's Day) at £14.99.

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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