



## BLOOM IS BACK

### - Cult Australian cosmetics brand Bloom is back at Superdrug -

This April sees the return of cult Australian cosmetics collection Bloom to the UK. Beauty watchers will know Bloom from its previous incarnation in the 1990's and early 2000's when its hero lip glosses took the British beauty world by storm. Its Aromatherapy lip balm became a worldwide best seller, reportedly loved by the likes of Kylie Minogue, Elle McPherson and Helena Christensen.

After a five year holiday from the UK's beauty aisles Bloom is coming back. Created by Natalie Bloom when she was just 22, the brand has evolved into one of the quirkiest, freshest and most fun beauty companies in the world and Superdrug is delighted to welcome it into 50 Superdrug stores across the country from April.

Bloom products have a playful spirit and are a new and exciting addition to the Superdrug family of cosmetics brands. The collection will include over 100 products with prices starting at £2 for a mini nail file and £8 for a lip balm.

- ends -

For further information please contact Miranda Pitt or Jenny Hill on 020 7896 3404 / 07971 117265 or email [superdrug@z-pr.com](mailto:superdrug@z-pr.com)

#### Bloom face

Aloha bronzer	£14
Flawless concealer	£12
Undercover concealer	£12
Eyebrow gel	£9
Retractable brow definer	£9
Make up base	£15
Foundation stick (three shades)	£15
Illuminiser glow	£15
Sheer colour cream (six shades)	£10
Powder blush (three shades)	£12
Cheek tint (two shades)	£12
Mineral foundation brush	£13
Mineral concealer brush	£10



Pure mineral powder foundation (three shades)	£16
Pure mineral radiant touch (2)	£16

#### Bloom eyes

Eye colour (six colours)	£8
Shadow liner (six colours)	£10
Eye definer pencil	£8
Eye paint (six colours)	£10
Eye shadow (12 colours)	£11
Eye base	£12
Full and flirty mascara	£11
Stardust (three shades)	£10
Eyeshadow trio (three variants)	£15

#### Bloom lips

Lip balm (four flavours)	£8
Lip gloss (six shades)	£8
Lipstick (six shades)	£10
Lip plump (six shades)	£12
Lip tint (six shades)	£10
Liquid lipstick (six shades)	£12
Lip plump	£12
Lip trios (three variants)	£15
Lip stain (four shades)	£12

#### Bloom Brushes and accessories

Blusher brush	£13
Blotting paper	£4
Angled eyeliner brush	£9
Aluminium eye shadow brush	£10
Small eye shadow brush	£9
Retractable powder brush	£13
Long nail file	£2
Mini nail files	£2

#### Bloom nails

Cuticle quencher pen	£8
Nail shades (10 shades)	£8
Top coat	£8
Base coat	£8

#### Pamper packs

Skin and tonic pamper pack	£13
----------------------------	-----

#### Holy Smoke collection

Eyeshadows (six shades)	£11
Lip gloss (six shades)	£8
Semi permanent eye definer	£10
Blending eye brush	£9
Flat eye brush	£9
Lip fix	£16

#### 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 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

#### **Superdrug Stores Plc.**

118 Beddington Lane, Croydon  
Surrey, CR0 4TB  
Tel +44 20 8684 7000  
[www.superdrug.com](http://www.superdrug.com)