

News Release

February 2008

ENTER MY BOUDOIR - beauty accessories with a golden touch -



Superdrug is selling more beauty accessories than ever before as customers understand that when it comes to applying make-up to perfection one needs the correct tools for the job.

The days of rubbing on eyeshadow with a finger or smearing lipstick on the cheeks in lieu of a blusher brush are long gone. Today's beauty lovers are more likely to be using the correct tool for the job, and creating make-up looks that look polished and last longer.

The Boudoir collection which arrives in Superdrug stores this March is a range which has been designed to look as good in your handbag as on the dressing table. With golden tones, metals are bronzed, pouches are golden and brushes are soft and weighted to feel comfortable in the hand. Available from over 400 stores across the country with prices from just £1.99.

Slanted tweezer in gold pouch	£3.99
Flat tweezer in gold pouch	£3.99
Eyelash curler	£4.99
Compact puffs (2)	£1.99
Cosmetic sponges (2)	£2.99
Compact mirror in gold pouch	£5.99
Powder brush	£5.99
Blusher brush	£4.99
Eye shadow brush	£3.99
Blending brush	£3.99
Brow brush and lash comb	£2.99
Lip brush	£3.99
Long lasting emery boards (5)	£1.99
Nail buffer In cream and brown	£2.99
Nail clipper	£2.99
Nail scissors	£3.99

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For further information please contact Miranda Pitt or Jenny Hill on 020 7896 3404 or email superdrug@z-pr.com

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.
- 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