

## News Release

January 2008



### **GOSH GOES EXTREME FOR SPRING '08** - NEW GOSH Extreme Art eyeliner -

Beauty colour was hot on the catwalk this spring and GOSH has translated the strong colourways into a new range of Extreme Art eyeliners. The liquid eyeliners paint on pigment rich strong colour which dries to a smudge resistant metallic sheen.

The eyeliners are 'extremely waterproof' meaning they're the perfect way to add a strong colour accent to a fresh faced summer beach look. Use a lash-line hugging skinny line for subtle colour or as a bold stripe.

Available exclusively at Superdrug from March in a range of 12 shades at £7 each.

- ends -

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

Superdrug 

**Superdrug Stores Plc.**

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