

Press release  
January 2007

**NEW MOLE TESTING TECHNOLOGY AVAILABLE ON THE HIGH STREET  
- Mole Clinic Diagnostic Centres for Skin Cancer at Superdrug offer new imaging  
technique for 2008 -**

2007 saw the introduction of Mole Clinics in over 20 Superdrug stores across the UK. Summer 2008 will see the introduction of a new baseline imaging service which allows data to be stored and moles monitored throughout the summer.

The Independent Diagnostic Centres for Skin Cancer are run as a franchise with The MOLE Clinic and offer direct and rapid access to primary care skin cancer screening and diagnostic services on the high street. Superdrug employs its own nurses to run the clinics; all nurses will receive full training by The Mole Clinic.

The service, provided by Nurse Specialists, is priced at £30 for a single mole or £95 for a full body check. It features Digital Dermoscopy, a non-invasive technique which captures highly magnified images of moles and offers previously unseen views beneath the surface of a mole. As a result, the earliest signs of skin cancer can be seen long before the cancer becomes life threatening.

The new baseline imaging technology, available from Spring 2008, will allow digital images to be retained and compared with images taken at future visits (£15 per additional visit to check on status of moles and any changes). Suspect moles are referred to secondary care in accordance with guidelines published by NICE and the British Association of Dermatologists.

Martin Crisp, Superdrug Superintendent Pharmacist said: "Our Mole Clinics have been a great success and we are delighted to be able to offer the new service to enable suspect moles to be monitored carefully over time.

"Our nurses have direct evidence of the difference the introduction of this service has made to our customers lives. We have letters of thanks from both patients and GPs who have seen how capturing abnormal moles at an early stage can really make a difference."

Superdrug continues to be the only place on the high street which offers a mole clinic. Customers can find their nearest store and book by calling the call centre on 0845 789 111.

- ends -

For further information please contact Kate Ward or Jenny Hill on 020 7896 3205 / 07971 117265 or email [superdrug@z-pr.com](mailto:superdrug@z-pr.com).

Notes to editor:

- Mole Clinic booking line 0845 6789 111 Single moles £30, full body check £95
- 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 operates mole clinics from the following stores:**
  - London: Oxford Street, Marble Arch and Strand
  - Fareham, Hampshire (Thackeray Square)
  - Guildford, Surrey (High Street)
  - Yeovil, Somerset (High Street)

- Milton Keynes, (Mid Summer Arcade)
  - Manchester Piccadilly, (Piccadilly Gardens)
  - Preston, Lancashire (St. George Shopping Centre)
  - Doncaster, South Yorkshire (Frenchgate Centre)
  - Newcastle Upon Tyne. (Northumberland Street)
  - Largs, Scotland (Aitken Street)
  - Birmingham, Victoria House, Union Street
  - Brighton, 78 Western Road
  - Cardiff, Queens West Shopping Centre
  - Maidstone, Chequer Centre
  - Exeter, Guildhall Shopping Centre
  - Norwich , St Stephens Street
  - Cambridge, Sidney Street
  - Edinburgh, Princess Street
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- Skin cancer is the most common cancer in the UK, with over 100,000 cases annually. Melanoma is the least common but most serious type of skin cancer, with 8,000 new cases and 1,800 deaths each year in the UK.
  - Melanoma is the second most common cancer in the 20 to 39 age group and the incident rate is increasing more than any other major cancer in the UK. Experts estimate rates will double every 10 to 20 years in countries with white populations.
  - <http://info.cancerresearchuk.org/cancerstats/types/melanoma/>
  - Superdrug is currently campaigning to have children's sun care reclassified as an essential health care item which will mean a reduction in VAT from 17.5 per cent to 5 per cent. Sun care is currently classed as a luxury item.
  - The MOLE Clinic was launched in 2003 by Iain Mack following his own diagnosis with melanoma the previous year. To date, The MOLE Clinic has screened almost 10,000 people and helped detect an estimated 100 melanomas from a single clinic in London - almost all of which have been early and easily treated.