



SAMY STYLING AT SUPERDRUG - new US celebrity hair care brand launches in the UK -

This June sees the introduction of a new designer hair care brand in the UK with the launch of SAMY, exclusively into Superdrug stores across the country.

SAMY is the brainchild of international guru of hairdressing, Samy - one of the top ten best hairstylists in the US (USA Today). Samy has tended some of the famous locks in the world including Britney, Lindsay Lohan and Paris Hilton.

A celebrity following along with guest slots on popular prime time US TV shows make Samy one of the most exciting hair dressing talents in the US. The introduction of his collection of cutting-edge products and formulations into Superdrug will bring his unique style and expertise to the UK.

The brightly coloured range of salon professional essentials offers an easy to follow colour coded approach:

CURL - Crazy about curls?

Designed to clean, condition and de-frizz curly hair, without dry-out, SAMY's Curls products are the best way to maintain manageable, beautiful healthy looking curls. All Curls products leave hair soft, shiny and frizz-free without depositing wax, residue or build-up.

VOLUME - Say goodbye to fine, limp hair!

Designed to elevate hair to new heights, SAMY's Volume line of products are specially formulated to add fullness and body to fine, limp, lifeless hair, while offering shine and flexibility without the added weight of wax, residue or build-up. Specifically designed to leave hair beautiful, bouncy and full of life.

SMOOTH - Calm down

Samy's Smooth products are specially formulated with fine silicone molecules and an advanced system of vitamins and proteins to smooth-down distressed hair for a sleek, straight finish. These unique products calm, smooth, re-hydrate and de-frizz dry, frizzy, uncontrollable hair giving it ultra-rich softness and manageability while enhancing body and shine. Protects against humidity without leaving wax, residue or buildup. The result - smooth, shiny, glorious looking hair without the frizz.



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FAT HAIR - "0" Calories; Revolutionary thickening products

Designed with the latest in hair care technology, these amazing products work together to transform fine, limp, lifeless hair into big, beautiful, sexy hair instantly. All of the products are formulated with our exclusive FH4 thickening complex a blend of natural extracts, vitamins and proteins that infuses hair with strength and body. The complex penetrates each hair strand increasing its diameter and expanding the hair from the inside out, leaving fabulous, thickening, fuller, stronger, healthier hair.

The SAMY hair care collection costs £3.99 for shampoos and conditioners and £4.99 for styling products. Available exclusively at Superdrug stores across the country from June 2008.

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For further information please contact Miranda Pitt or Jenny Hill on 020 7896 3404 / 07971 117265 or email 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 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