

**PRESS RELEASE**  
**23<sup>rd</sup> January 2008**

**LOVE YOUR HEART THIS VALENTINE'S DAY**  
**- Superdrug offers FREE healthy heart screening on February 14<sup>th</sup> -**

With someone in the UK dying every two minutes from a heart attack, coronary heart disease has become one of Britain's biggest killers. This year Superdrug is setting out to help people identify potential problems early on by offering **free** heart health checks in 60 stores across the UK on Valentine's Day.

Including an assessment of aerobic capacity, the healthy heart Silver screening programme (normally costing £25.00) will be available free of charge to customers on Thursday 14<sup>th</sup> February. The Healthy Heart Screening service also includes tests for BP (systolic and diastolic measurements), total serum cholesterol, glucose, BMI, body fat percentage and a comprehensive lifestyle assessment.

Detected early enough, treatment for heart disease can be simple and effective. Superdrug's healthy heart screening service allows the in-store experts to look at the health of your heart and to assess the potential health benefits the patient could gain by, for example, giving up smoking or exercising more. This allows the patient to concentrate on the lifestyle changes they can make which will have the greatest impact in order to keep their heart in tip top condition.

Superdrug's Head of Pharmacy, Martin Crisp, says: "Early detection and simple lifestyle changes can greatly reduce the likelihood of developing coronary heart disease. It is important for people to check the health of their heart, especially if they smoke, drink heavily, don't exercise or have a family history of heart problems".

Please call 020 8684 7000 to find out your nearest participating store.

- Ends -

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