

## **SHADES OF BEAUTY... A YEAR ON**

**- Superdrug makes a pledge to further its beauty offering for women and men of colour –**



July 2016 saw the launch of Superdrug's #ShadesOfBeauty campaign, which was established to give a voice to women of colour, taking positive steps as a retailer to help everyone find the products they need on the high street.


This week the retailer marks its first year of the campaign and announces its next steps to champion beauty on the high street for women and men of colour.

Last year Superdrug made a pledge to make beauty more accessible and since then has introduced over 110 products on the #ShadesofBeauty microsite, launched 55 new darker toned foundations and now offers 80 specialist hair products in over 200 stores.

Superdrug is in no doubt that there is still a long way to go in the beauty industry to make products for women of colour truly accessible and now looks to the next steps in the campaign.

To mark the second year of the campaign Superdrug has made a pledge to extend the haircare range to all stores.

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

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Secondly the store is now looking at how black and Asian men are served and will look to introduce specific products to help with their grooming regimes.

This summer saw the launch of B. Makeup. The team ensured the collection includes a wide range of products from foundations, concealers to bronzers all suitable for all skin tones, from the palest to the darkest , and these will be introduced to all stores later this year.

The retailer is also launching its first ever collection of own brand products suitable for afro hair.

There is concern in the industry that smaller niche brands may be overtaken by big beauty brands looking to gain a more diverse customer base. To help these smaller brands build their business Superdrug is delighted to announce a special Open House mentoring event for potential suppliers to the Shades of Beauty campaign.

June Sarpong, Shades of Beauty Official Ambassador comments, "Being a part of the Shades Of Beauty campaign has been a fantastic experience. Over the past June Sarpong year, I've had the opportunity to work closely with Superdrug to drive forward this campaign and get the beauty industry talking about this issue. It's great to see that Superdrug has actively taken on board feedback and has started to make the high street more affordable and accessible for women of colour like me."

Jo Mackie, Superdrug Customer & People Director comments, "Our customers tell us this issue is incredibly important to them, so it's very high on our agenda too. We want to continue the campaign and work together with our suppliers, colleagues and customers to make our stores truly accessible for everyone."

To mark the first year of the campaign and announce the next steps Superdrug held a dinner at the Ivy Soho Brasserie. The event was hosted by Shades of Beauty Official Ambassador, June Sarpong who welcomed media, bloggers and those interested hearing more about the campaign. Rochelle Humes, who has recently launched her range at Superdrug, Hi Glow, and TV presenter and singer Jamelia also attended.

- Ends -

For further information please contact ZPR 020 7896 3404, [superdrug@z-pr.com](mailto:superdrug@z-pr.com)

**Notes to editor:**

Customers can locate their store by calling customer services on 0845 671 0709

Superdrug offers everyday accessible beauty and health on the UK high street with around 850 stores in the UK and Ireland

**About A.S. Watson Group**

A.S. Watson Group is the world's largest health, beauty & lifestyle retailer's with over 10,000 retail stores, serving more than 26 million customers a week in 33 markets. The Group has the largest brand portfolios and geographical footprints in the retailing world, offering everything from health & beauty, food and electronics to perfume. It is also Asia's largest health & beauty retailer and Europe's largest luxury perfumeries & cosmetics retailer. Proudly supported by a global family of 100,000 staff, the Group is also a member of the world renowned multinational conglomerate Hutchison Whampoa Limited, which has six core businesses - ports and related services, property and hotels, retail, infrastructure, energy and telecommunications in 52 countries.


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## News Release

Superdrug<sup>☆</sup>

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