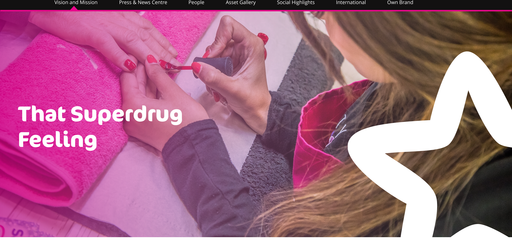


# That Superdrug Feeling

As the experts in health, wellness, and beauty, we help each customer feel their health, know their beauty, and shine like a star.

## Our vision: To be the best in everyday accessible beauty and health

To us, being the best is about creating great brands, exciting with new ideas and delivering best-in-class services. It's about welcoming and celebrating all of our customers from every walk of life. And it's about taking responsibility for the choices we make and our impact on the world around us, driving positive change in our communities and our industry.

Our people are at the heart of our business, and we believe that our four values:

**Customer service**, **teamwork**, **learning**, and **honesty** are what make us super.

## Our Mission

**To be our customers' first choice in up to the minute beauty and health, loved for value, choice, friendly advice and fun**

## That Superdrug Feeling In Numbers

That Superdrug Feeling is about big steps and bold actions to help us Excite, Care, Empower and Do Good.

- **55 years** of bringing the latest in beauty and health to our customers
- **82%** reduction in our carbon footprint since 2010, 95% aim by 2030
- **Zero PVC** in our own brand packaging by 2025
- **1,600 vegan** products
- **Widest** range of Curls, Coils and Waves products on the high-street
- **4,500** apprentices over 15 years of our award-winning apprenticeship programme
- **25,000 jobs** pledge for 16- to 23-years-olds by 2030
- **Price freeze on over 5,000 health and beauty products** to help customers during the Cost-of-Living Crisis

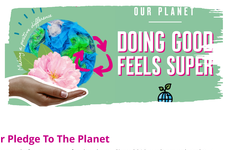
**1st Health and Beauty Retailer to launch a Marketplace**

- **7 days a week** video GP appointments
- **250+ stores** offering same day delivery
- **30mins** free order & collect
- **~£10million** donated to Marie Curie
- **100+ stores** with Beauty Banks donation points

### Doing Good Feels Super

Here at Superdrug Doing Good Feels Super is not just a mission statement, it is the core belief that drives who we are and what we do. A key strategic focus, our business-wide commitment to Corporate Social Responsibility (CSR) shows our dedication to creating a better future for us all.

Made up of four strategic pillars, we're taking positive action for our Planet, Community, Customer and People through initiatives including packaging changes, charity partnerships, customer-centric campaigns and supporting financial, mental, physical and social wellbeing of our colleagues



### Our Pledge To The Planet

We're proud of our progress for the planet. Since 2010, we have reduced our carbon footprint by 82%, a great step towards our target of a 95% decrease by 2030.

Our 830 stores have undergone major refits with LED lighting to increase our energy efficiency and reduce our electricity and gas consumption. What's more, we have been using 100% zero carbon renewable energy since 2019.

We also manage our waste and control of our recycling processes so that we have full visibility and look to minimise the environmental impact of our eCommerce packaging across products and packaging.

### Making A Difference To Our Communities

We pride ourselves on using our trusted place in the community to give something back and make a difference to people's health, wellbeing, and futures. Superdrug and A.S Watson Group have a number of long-standing and successful partnerships.

Through these partnerships we have raised almost £10million for Marie Curie, we continue to support Beauty Banks in their goal to make hygiene poverty history with donation points in more than 100 Superdrug stores nationwide and we've helped to support the Give a Smile campaign in partnership with Operation Smile. We also partner with brands such as Unilever and Maybelline to support their initiatives for the LGBTQ+ community and reducing waste to landfill respectively. In 2022, we donated £10,000 to our charity Switchboard, a partner we've supported for 5-years.

### Our Customers Feel Seen

We are committed to providing the best health and beauty experience possible, ensuring our customers feel seen and represented across all our channels. Whether in-store or online, our customers will experience 'That Superdrug Feeling' always.

We are passionate that our customers are listened to when it comes to introducing new products or making changes to existing ones. We know our customers want the choice to shop more sustain from microbeads and microplastics to packaging. We are working towards using only sustainable shea, intend on using only RSPO-certified palm oil, aim to make all our products 100% vegan, plan to exclusively use sustainable paper and card in our packaging and are targeting to make all our packaging recyclable, reusable or compostable by 2025.

Our customers have a voice: Shades of You was established to change shopping experiences for people of colour, taking a positive approach as a retailer to listen to our customers and ensure everyone can find the products they need on the high-street.

Now more than ever, we are committed to helping our customers through the Cost-of-Living Crisis with several initiatives, including a price freeze on 130 everyday essential own brand products and a Shop Smart campaign partnership to raise awareness of keeping costs down across beauty and personal care.

### A Commitment To Our Superstars

Our people make us who we are. We nurture and develop talent across all of our teams and are grateful to all of our Superstars for their time and energy and we are proud to have such an incredible Superdrug team.

We're committed to being a truly inclusive workplace for every employee and prospective employee through the Everyone Matters Inclusion Strategy.

Our apprenticeship program is award-winning. In 15 years of the program, over 4,500 people have achieved a qualification and 85% of those who complete have secured jobs with us.

And, the wellbeing of our team is paramount, which is why we launched the Be Kind, Shop Kind campaign in response to the rise in aggressive behaviour towards our store colleagues during the pandemic and why we have a cost-of-living support program for our colleagues.

**Meet the team behind our brand**

Find out more

**Part of the A.S. Watson Group**

Find out more

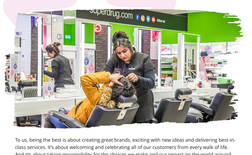
We are making kinder and smarter choices. This is what we've been up to:

100% Recyclable Paper Bags | Cruelty Free Cruelty Free | Recycled Packaging | Vegan Friendly | #Shades Of Beauty | Our Community

# That Superdrug Feeling

As the experts in health, wellness, and beauty, we help each customer feel their health, know their beauty, and shine like a star.

## Our vision: To be the best in everyday




To us, being the best is about creating great brands, exciting with new ideas and delivering best-in-class services. It's about welcoming and celebrating all of our customers from every walk of life. And it's about taking responsibility for the choices we make and our impact on the world around us, driving positive change in our communities and our industry.

Our people are at the heart of our business, and we believe that our four values:
**Customer service**, **teamwork**, learning, and **honesty** are what make us super.

## Our Mission

**To be our customers' first choice in up to the minute beauty and health, loved for value, choice, friendly advice and fun**

## That Superdrug Feeling In Numbers

That Superdrug Feeling is about big steps and bold actions to help us Excite, Care, Empower and Do Good.

- **55 years** of bringing the latest in beauty and health to our customers
- **82%** reduction in our carbon footprint since 2010, 95% aim by 2030
- **Zero PVC** in our own brand packaging by 2025
- **1,600 vegan** products
- **Widest** range of Curls, Coils and Waves products on the high-street
- **4,500** apprentices over 15 years of our award-winning apprenticeship programme
- **25,000 jobs** pledge for 16- to 23-years-olds by 2030
- **Price freeze on over 5,000 health and beauty products** to help customers during the Cost-of-Living Crisis
- **4st Health and Beauty Retailer to launch a Marketplace**
- **7 days a week** video GP appointments
- **250+ stores** offering same day delivery
- **30mins** free order & collect
- **£10million** donated to Marie Curie
- **100+ stores** with Beauty Banks donation points

### Doing Good Feels Super

Here at Superdrug Doing Good Feels Super is not just a mission statement, it is the core belief that drives who we are and what we do. A key strategic focus, our business-wide commitment to Corporate Social Responsibility (CSR) shows our dedication to creating a better future for us all.

Made up of four strategic pillars, we're taking positive action for our Planet, Community, Customer and People through initiatives including packaging changes, charity partnerships, customer-centric campaigns and supporting financial, mental, physical and social wellbeing of our colleagues

### Our Pledge To The Planet

We're proud of our progress for the planet. Since 2010, we have reduced our carbon footprint by 82%, a great step towards our target of a 95% decrease by 2030.

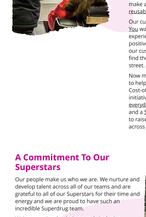
Our B30 stores have undergone major refits with LED lighting to increase our energy efficiency and reduce our electricity and gas consumption. What's more, we have been using 100% zero carbon renewable energy since 2019.

We also manage our waste and control of our recycling processes so that we have full visibility and look to minimise the environmental impact of our eCommerce packaging across products and packaging.

### Making A Difference To Our Communities

We pride ourselves on using our trusted place in the community to give something back and make a difference to people's health, wellbeing, and futures. Superdrug and A.S Watson Group have a number of long-standing and successful partnerships.

Through these partnerships we have raised almost £10million for Marie Curie, we continue to support Beauty Banks in their goal to make hygiene poverty history with donation points in more than 100 Superdrug stores nationwide and we've helped to support the Give a Smile campaign in partnership with Operation Smile. We also partner with brands such as Unilever and Maybelline to support their initiatives for the LGBTQ+ community and reducing waste to landfill respectively. In 2022, we donated £10,000 to our charity Switchboard, a partner we've supported for 5-years.




### Our Customers Feel Seen

We are committed to providing the best health and beauty experience possible, ensuring our customers feel seen and represented across all our channels. Whether in-store or online, our customers will experience 'That Superdrug Feeling' always.

We are passionate that our customers are listened to when it comes to introducing new products or making changes to existing ones. We know our customers want the choice to shop more sustain from microbeads and microplastics in packaging. We are working towards using only sustainable shea, intend on using only RSPO-certified palm oil, aim to make all our products 100% vegan, plan to exclusively use sustainable paper and card in our packaging and are targeting to make all our packaging recyclable, reusable or compostable by 2025.

Our customers have a voice. Shades of You was established to change shopping experiences for people of colour, taking a positive approach as a retailer to listen to our customers and ensure everyone can find the products they need on the high-street.

Now more than ever, we are committed to helping our customers through the Cost-of-Living Crisis with several initiatives, including a price freeze on 130 everyday essential own brand products and a Shop Smart campaign partnership to raise awareness of keeping costs down across beauty and personal care.

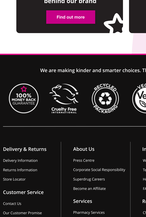
### A Commitment To Our Superstars

Our people make us who we are. We nurture and develop talent across all of our teams and are grateful to all of our Superstars for their time and energy and we are proud to have such an incredible Superdrug team.

We're committed to being a truly inclusive workplace for every employee and prospective employee through the Everyone Matters Inclusion Strategy.

Our apprenticeship program is award-winning. In 15 years of the program, over 4,500 people have achieved a qualification and 85% of those who complete have secured jobs with us.

And, the wellbeing of our team is paramount, which is why we launched the Be Kind, Shop Kind campaign in response to the rise in aggressive behaviour towards our store colleagues during the pandemic and why we have a cost-of-living support program for our colleagues.



**Meet the team behind our brand** — Find out more

**Part of the A.S. Watson Group** — Find out more

We are making kinder and smarter choices. This is what we've been up to:

100% Recycled Card · Cruelty Free · Recycled · Vegan · Palm Oil Free · Plastic Free Delivery · Our Community

# That Superdrug Feeling

As the experts in health, wellness, and beauty, we help each customer feel, look, and know their beauty, and shine like a star.

## Our Vision: To be the best in the world, by making accessible beauty and health

To say, being the best is about giving great brands, working with new ideas and innovations, and always thinking about our customers and celebrating and delighting all our customers from every walk of life. And in doing so, we will be the place where our people want to work and be proud to work around us, driving positive change in our communities and our wider society.

Our people are at the heart of our business and we have three core values:

**Customer service, teamwork, learning,** and **honesty** are what matter to us.

## Our Mission

**To be our customers' first choice in up to 10 categories by 2020 in Health & Beauty, Home & Clothes, Travel, Everyday Essential and Food.**

## That Superdrug Feeling In Numbers

That Superdrug feeling is about big steps and small actions by teams in Active, Care, Empower and Do Good.

**13 years** of bringing the latest in beauty and health to our customers

**10%** reduction in our carbon footprint since 2010, 95% which is from our stores

**Worst PET** – our own brand packaging by 2025

**Best employer** – Sunday Times

**Number 1** range of Curls, Coils and Waves products on the high street

**4 million** conversations over 13 years of appointments with our customers

**Top 5** Pharmacy offering same day service

**Top 10** Online Pharmacy offering free delivery

**Top 10** Online Beauty retailer

**Top 10** Online Pet retailer

**200+ stores** offering Health Beauty Barks appointments

## Doing Good Feels Super

Our Corporate Responsibility Doing Good Feels Super is a broad commitment to be a force for good for our customers, our people and our communities. What's more, we want to do it in a way that makes a difference to our wider society.

We also manage our waste and control of our carbon footprint. Our Doing Good Feels Super is also underpinned by our commitment to environmental impact of our activities in packaging across products and packaging.

## Our Pledge To The Planet

We're proud of our progress for the planet. We've cut our carbon footprint from our transport by 67%, a great step towards our 2020 target of a 70% reduction.

Our 400 stores have undergone major upgrades to make them more energy efficient, using efficient lighting and heating and refrigeration units. We're proud to support the Low Carbon Technology Partnership for Retail initiative. We also partner with Ecotricity and Marathon to support their mission to build the UK's first renewable gas grid. We are proud to be a member of the environmental impact of our activities in packaging across products and packaging.

## Making A Difference To Our Communities

We are proud to be using our trusted place in the community to give something back to our local communities, supporting health, wellbeing and futures. Superdrug and A.S. Watson Group have a number of long-term charity partnerships and initiatives.

Through these partnerships we have raised over £1 million for charities, and our people have contributed over 3,000 hours of volunteering. Our goal is make Superdrug a place where people want to work, shop and be proud of. We are proud to be a member of the Business in the Community Responsible Business Tracker and have achieved a Platinum rating, which is only 10% of the top companies in the UK. We are also proud to be a member of the Responsible Retailer Scheme and have achieved a Responsible Retailer Gold rating, which is only 6% of the top companies in the UK. We are also proud to be a member of the Responsible Gambling Trust and have achieved a Responsible Gold rating, which is only 5% of the top companies in the UK.

## Our Customers Feel Seen

We are committed to providing the best health and beauty experience possible. Our customers are at the heart of everything we do. We want to be a place where people feel seen, feel valued, feel cared for. Whether in-store or online, our customers are at the heart of our Superdrug Feeling Super experience.

We are passionate that our customers are treated in what is known to be increasingly new products or making changes to existing products, we are ensuring that our Beauty, Health and Wellness products are inclusive and accessible. We are also proud to be a member of the Disability Confident Employer scheme, which is a step forward in our journey to be a more inclusive employer. We are also proud to be a member of the Stonewall Workplace Equality Index, which is a benchmark of lesbian, gay, bisexual and transgender workplace equality. We are also proud to be a member of the Mental Health Charter, which is a commitment to promote mental health awareness and support our people.

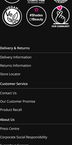
## A Commitment To Our Superstars

Our people make our work and we are. We nurture and develop talent across all of our business, and we are proud to be a Superstars for life and encourage our Everyone Matters Inclusion Strategy.

We are committed to being a truly inclusive employer and we are proud to be a member of the Stonewall Workplace Equality Index. We are also proud to be a member of the Mental Health Charter, which is a commitment to promote mental health awareness and support our people.

We are also proud to be a member of the Disability Confident Employer scheme, which is a step forward in our journey to be a more inclusive employer. We are also proud to be a member of the Responsible Retailer Scheme and have achieved a Responsible Retailer Gold rating, which is only 6% of the top companies in the UK. We are also proud to be a member of the Responsible Gambling Trust and have achieved a Responsible Gold rating, which is only 5% of the top companies in the UK.

We are making border and smarter choices. This is what we've been up to:




**Delivery & Returns**
Delivery Information
Returns Information
Store Locator
Customer Services
Contact Us
Our Customer Promise
Product Recall
**About Us**
Press Centre
Corporate Social Responsibility
Careers
Become an Affiliate
**Information**
Pharmacy Services
Beauty Treatments
**Information**
Website Terms of Use
Terms & Conditions
Health and Beauty/Card T&Cs
FAQs
**Regulatory**
A-Z Legal Enquiries
Modern Slavery & Tax Statements
Gender Pay Gap
Pension Plan
Corporate Governance Statements

Superdrug Online Beauty

Superdrug Online Beauty Studio

Superdrug media

Health & Beauty and Beauty Advisors are independently owned and managed by Superdrug Stores plc.

Health & Beauty and Beauty Advisors are independently owned and managed by Superdrug Stores plc.

Download Superdrug App

App Store | Google Play

We Support

© Superdrug Stores plc. All rights reserved.

JOIN US

Privacy Policy | Sitemap | Cookie Preferences

# Check Out Our Social Skills

We're super social at Superdrug so come and explore our life online. From the latest on careers, our stores, people, products, events, and the initiatives that are making the difference – here are all the links you need to keep up to date.

**Instagram**

Keep up to date and in the know.

Button

**Linkedin**

For the latest on working with us, our teams, stores and awards.

Button

**TikTok**

Catch up on our latest videos.

Button

**Twitter**

Stay connected, tweet and retweet.

Button

**Facebook**

From products to Pride, our people to personalities – see more of us.

Button

## More ways to catch up at our Press & News Centre

Find out more

## Read our success story

Find out more

We are making kinder and smarter choices. This is what we've been up to:

100% Money Back Guarantee | Cruelty Free International | Recycled Packaging | Vegan | #ShadesOfBeauty | Our Community

# Check Out Our Social Skills

We're super social at Superdrug so come and explore our life online. From the latest on careers, our stores, people, products, events, and the initiatives that are making the difference – here are all the links you need to keep up to date.

### Instagram

Keep up to date and in the know.

Button

### Linkedin

For the latest on working with us, our teams, stores and awards.

Button

### Twitter

Stay connected, tweet and retweet.

Button

### Facebook

From products to Pride, our people to personalities – see more of us.

Button

### TikTok

Catch up on our latest videos.

Button

### More ways to catch up at our Press & News Centre

Find out more

### Read our success story

Find out more

We are making kinder and smarter choices. This is what we've been up to:

100% MONEY BACK GUARANTEE · Cruelty Free International · Recycled Packaging · Vegan · #Shades OfBeauty · Our Community

Superdrug

# Check Out Our Social Skills

We're super social at Superdrug so come and explore our life online. From the latest on careers, our stores, people, products, events, and the initiatives that are making the difference – here are all the links you need to keep up to date.

**Instagram**

Keep up to date and in the know.

Button

**Twitter**

Stay connected, tweet and retweet.

Button

**TikTok**

Catch up on our latest videos.

Button

**LinkedIn**

For the latest on working with us, our

Button

**Facebook**

From products to Pride, our people to personalities – see more of us.

Button

**More ways to catch up at our Press & News Centre**

Find out more

**Read our success story**

Find out more

We are making kinder and smarter choices. This is what we've been up to:

100% MONEY BACK GUARANTEE · Cruelty Free INTERNATIONAL · RECYCLED PACKAGING · VEGAN · #Shades @Beauty · OUR COMMUNITY

**Delivery & Returns**

- Delivery Information
- Returns Information
- Store Locator

**Customer Service**

- Contact Us
- Our Customer Promise
- Product Recall

**About Us**

- Press Centre
- Corporate Social Responsibility
- Superdrug Careers
- Become an Affiliate

**Services**

- Pharmacy Services
- Beauty Treatments

**Information**

- Website Terms of Uses
- Terms & Conditions
- Health and Beautycard T&Cs
- FAQ

**Regulatory**

- CNF or Portal Enquiries
- Modern Slavery & Tax Statements
- Gender Pay Gap
- Pension Plan
- Corporate Governance Statements

Superdrug TV

Superdrug Online Doctor

BEAUTY STUDIO

Superdrug mobile

Get the Health & Beautycard

Health & Beautycard

Payment methods

Download Superdrug App

Download on the App Store · GET IT ON Google Play

We support

Marie Curie

Winner 2021 Sustainable Business Awards

Join Us:

Privacy Policy · Sitemap · Cookie Preferences

A member of its machine meetings