That Superdrug Feeling

People are at the heart of our business

Our four core values: **Customer Service, Teamwork, Learning,** and **Honesty** are what make us super. We take responsibility for the choices we make and our impact on the world around us, driving positive change in our communities and our industry.

Our Vision And Mission

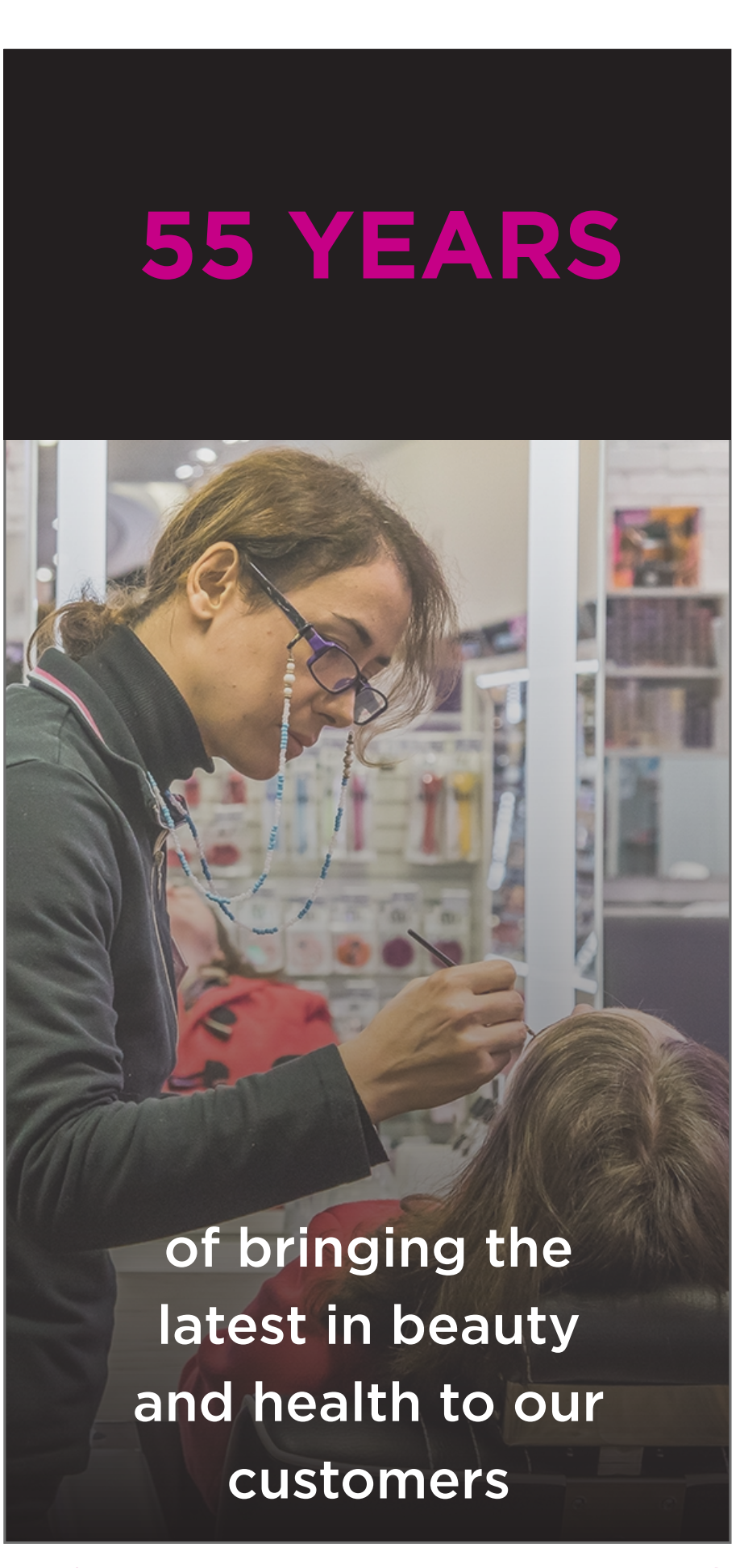
Our vision: To be the best in everyday accessible beauty and health

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

At Superdrug we believe business should be a force for good. We integrate; Environmental, Social and Corporate Governance into every decision we make.

55 YEARS



of bringing the latest in beauty and health to our customers

THAT SUPERDRUG FEELING

DOING GOOD FEELS SUPER

Read more

MAKING A REAL DIFFERENCE

Read more

OUR CUSTOMERS FEEL SEEN

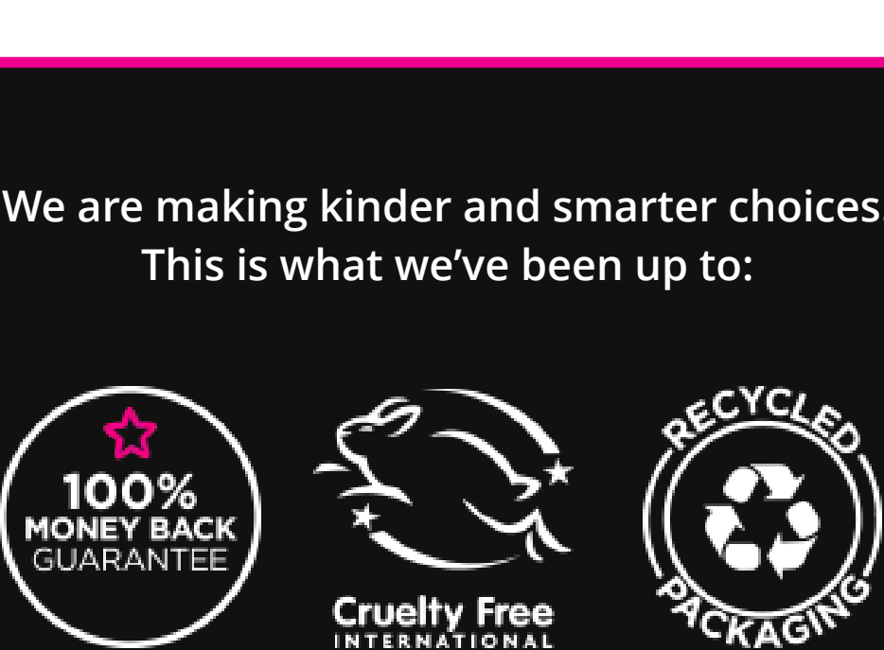
Read more

OUR PLEDGE TO THE PLANET

Read more

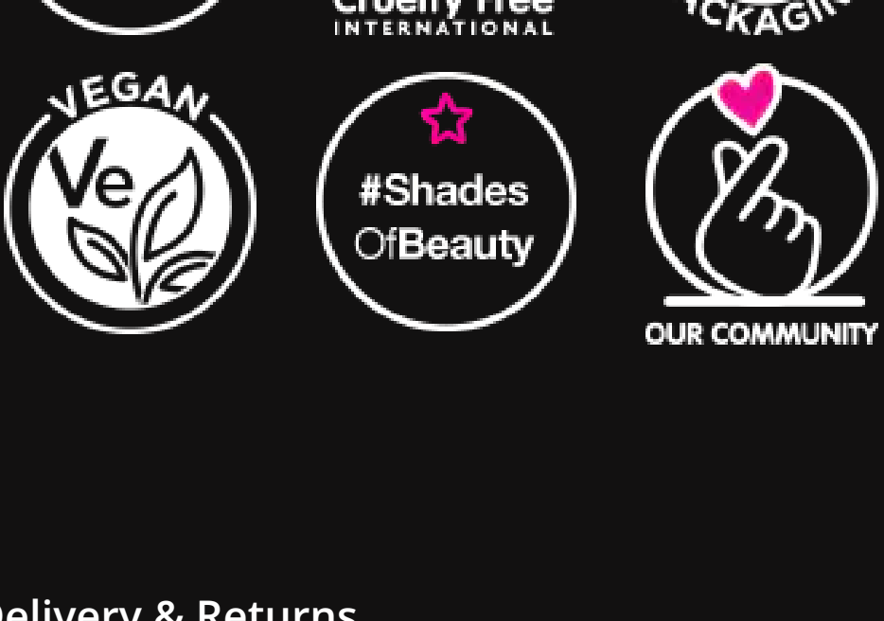
A COMMITMENT TO OUR SUPERSTARS

Read more



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% MONEY BACK GUARANTEE

Cruelty Free International

RECYCLED PACKAGING

VEGAN

#Shades OfBeauty

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

Join Us:

A member of CK Hutchison Holdings

Latest News ☆

PRESS RELEASES

These press releases capture our proudest moments including our latest launches, initiatives, and campaigns. Have a browse and be prepared to be im-press-ed!

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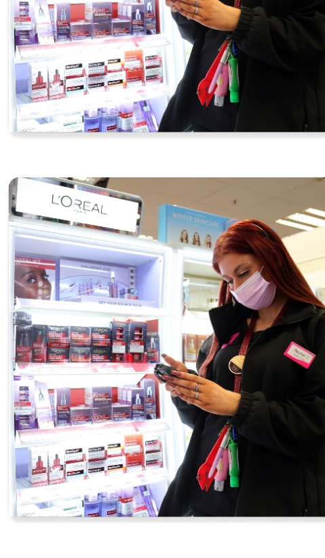

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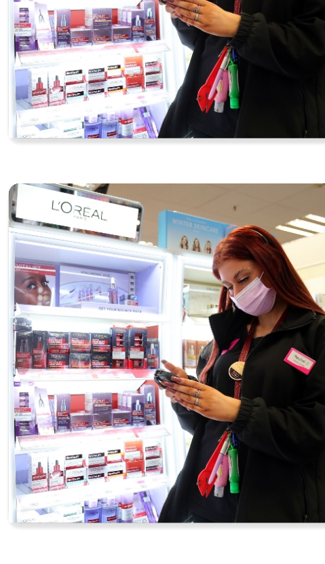

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View more...

> “Superdrug’s robust 2021 performance, despite the pandemic and ongoing challenging market conditions, is testament to the strength of our business model, the diligence of our people and our ability to innovate, evolve and put a smile on our customers’ faces.”
>
> **Peter Macnab**, Chief Executive Officer

CONTACT US FOR MORE PRESS INFORMATION

Mind+Matter

For any beauty, health services and Superdrug corporate / business enquiries including cosmetics, haircare, personal care, skincare, Beauty Studio as well as Corporate or Business story enquiries.

superdrug-mindplusmatter@ashfieldhealth.com

Mind+Matter
An Ashfield Health Company

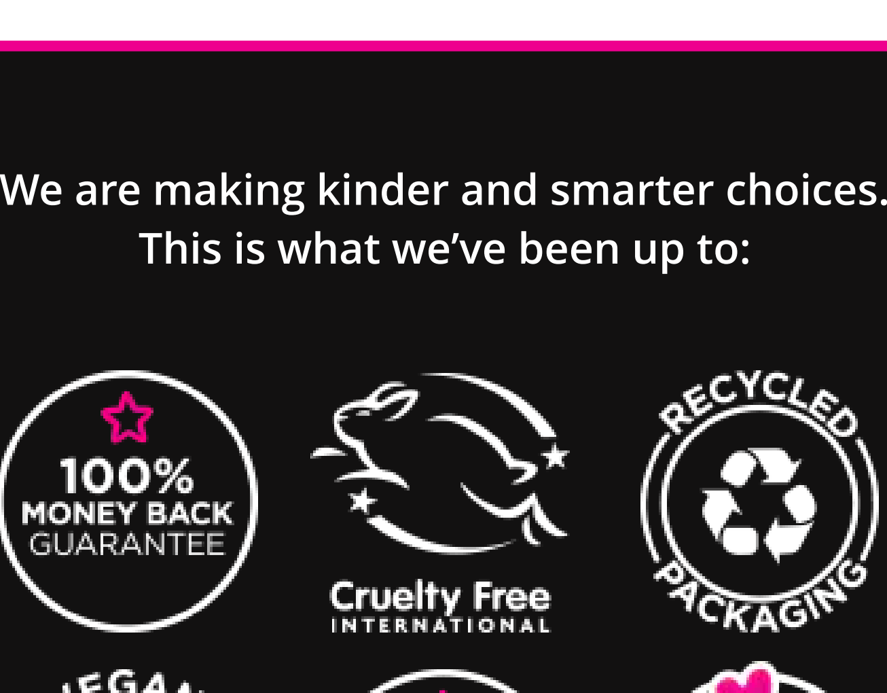
Maven Communications

For any health, health services and pharmacy enquiries including Superdrug Health Clinics, Superdrug Online Doctor, Pharmacy Services, Superdrug Online Glasses, women’s health, sexual health, vitamins/minerals.

superdrug@itsmaven.com

maven comms.

Get the brand assets you need in our Brand Studio
Find out more


Catch up on all things Superdrug
Find out more

Meet Our Executive Team

A diverse group of specialists, we are at our best when we work as a team

Megan Potter, Trading Director

With a passion for discovering new trends, building brands, and securing exclusives for our customers, Megan first joined our business 14 years ago as a Senior Buyer. She later worked as Head of Buying for several categories and led our cosmetics and fragrance teams before progressing to Trading Director with responsibility for our Personal Care, Cosmetics, Fragrance, Hair, and Skincare categories.

"I have built my career on a passion for developing new trends, building brands, and securing exclusives for our customers. I believe we're in a better position than ever to make the biggest trends in health and beauty accessible to our customers while continuing to bring the value they know and love us for."

Amy Davies, People Director

Amy joined Superdrug 13 years ago, having started out as an Employee Relations Manager for Jaguar and Land Rover. Today, Amy is our People Director and is focused on attracting, nurturing, and retaining talent by creating and investing in an environment that gets the best out of our people.

Amy leads our continued focus on diversity and inclusion within Superdrug, as well as our employee wellbeing agenda, her vision is to build on the success we've already achieved following our recognition on the Social Mobility Employer Index in 2020.

"Having been listed as a leader in diversity since 2019, our people make us the business we are, and I'm looking forward to continuing the work that we have already taken in supporting our colleagues by focusing on the wellbeing of teams, building our CSR strategies and honing our talent for the future."

Peter Macnab, CEO

It was 1972 when Peter started his career at a supermarket chain carrying shopping bags out to customers' cars. With decades of retail experience behind him, Peter manages our overall operations, structure, strategy, and agendas.

His passion for our stores and bringing products, services and deals that deliver the best in everyday accessible beauty and health to customers is legendary. He's also driven by a mission to bring Superdrug's stores together with the online world.

"I still spend much of my time travelling the country, going into our stores and walking the shop floors – it is by speaking to customers that we're able to react, evolve and succeed."

Simon Comins, Commercial Director

Joining our business at just 15-years old, Simon started out working at his local Superdrug store. 35 years later, and he's worked across all areas of the business in various roles before becoming our Chief Commercial Officer.

Overseeing our commercial teams and heading our marketing and Customer Relationship Management (CRM) teams, Simon helps to ensure our brand messages are clear and consistent and is responsible for making sure the shelves in more than 800 Superdrug stores are home to the best selection of beauty and health products on the high street.

"At Superdrug the customer is always at the heart of what we do. We pride ourselves on offering the latest beauty brands, everyday personal care, and essential health products at a range of price points to allow shoppers choice, depending on their individual wants and needs and are always looking for ways to deliver the most benefits for the price."

Richard Fleming, Finance Director

Richard began his career as an Audit Supervisor at Deloitte UK before working as Trading Finance Manager for British Home Stores. He then joined Sainsbury's where he worked in various senior positions including Director of Group Finance and Logistics Director over a 14-year period.

Richard joined us as Finance Director for A.S. Watson in 2015, encompassing both the Superdrug and Saver brands. He continues to lead the way in building on our robust financial performance and meeting the most challenging of ongoing market conditions.

"Our broad strategy is relevant to our customers' needs and is a real strength as we continue to build on our success so far. We're in a strong financial position to invest and I'm confident in the future growth of our business."

Caris Newson, Interim Healthcare Director

After successfully completing a Sainsbury's graduate scheme, Caris worked in many of the supermarket's categories as a buyer. She joined us in 2012 and hit the ground running delivering our healthcare strategy.

Caris continued to progress, grow, and develop within our health and pharmacy categories. From new product launches and category creation to building partnerships and working across functions – her experience is diverse. Today, Caris is accountable for our pharmacy, nurse, and retail health proposition.

"From launching health checks in our health clinics to growing our best-in-class Online Doctor and eNHS services – we remain determined and committed to making healthcare accessible and affordable to as many of our colleagues, customers, and communities as we possibly can."

Matt Walburn, Marketing, eCommerce, Digital and Customer Director

With a strong marketing background and a great deal of experience in retail, Matt began his career in marketing at Sainsbury's before moving onto roles at Homebase and Dixons Carphone.

Today, he continues to focus on bringing a best-in-class O+O experience to our customers, whether in-store, through eCommerce or as part of our customer relationship management (CRM) strategy. Matt is responsible for driving our omnichannel as well as Marketplace strategy.

"Marketplace is a vital step for our business as we look to strengthen further our role in health and beauty retail and start to build into new associated categories."

Nigel Duxbury, Property Director

Nigel was Property Director at the greetings card retailer, Birthdays, for 14 years before joining Superdrug. Since 2004, he has looked after and developed the retail portfolio across A.S. Watson UK (Superdrug, Savers, and The Perfume Shop).

Nigel oversees a team of more than 100 people and an estate of over 18,000 properties. Responsible for acquisitions, health & safety, facilities lease renewals and all tenant/landlord relationships and issues management. Nigel is also leading our new store opening strategy with a focus on retail parks.

"Over the last ten years we have reduced our carbon footprint by an amazing 82% through several initiatives, but we know there is still a lot to do. Our strategic focus on corporate social responsibility, 'Doing Good Feels Super' has enabled us to create solutions across the entire business and I am very proud of the work we have done and are set to deliver over the next 10 years."

Andrew Cobb, IT Director

Andrew started out as an IT Manager with Procter & Gamble where he developed his skills and progressed his career for 17 years. His wide-ranging experience in some of the world's leading retail and FMCG companies includes shaping and delivering global, regional, and country programmes.

As a champion of business process simplification and standardisation, Andrew leads the way in driving business value through digital transformation programmes which make a real impact. This is supported through his expertise in business technology applications across research and development, marketing, supply chain, physical retail, eCommerce, and all internal business functionality.

"As a team, IT is here to deliver first class customer service to shoppers instore and online. Hard work, persistence and a positive mental attitude will help us realise this – my purpose is to help people achieve their personal and professional goals while having fun and learning too."

Jerry Walkling, Sales Operations Director

Jerry began his career in retail more than 40 years ago as a management trainee at Marks & Spencer. He joined Superdrug in 1995 as an Area Manager and gained a post graduate diploma in International Strategic Retailing with Oxford University just two years later.

As one of our Regional General Managers for several years, Jerry understands the opportunities and challenges our store teams face. In 2012, he became our Supply Chain and Logistics Director before becoming Sales Operations Director the following year.

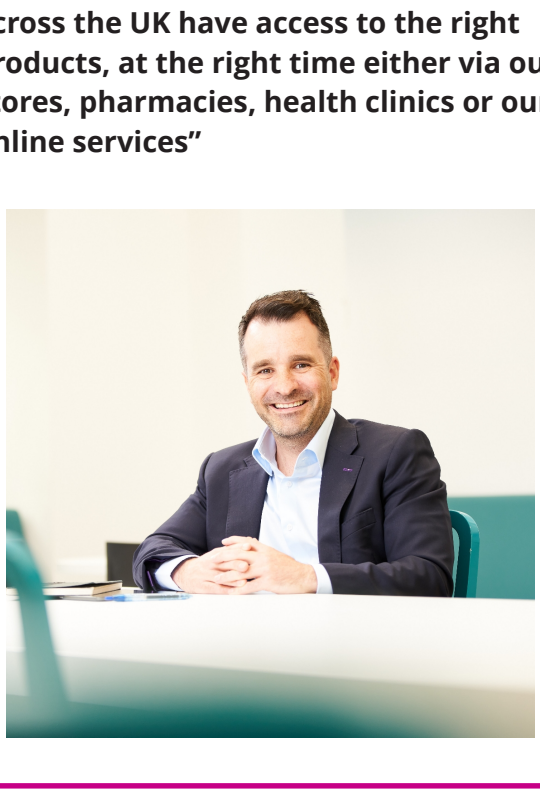
"My priority is to inspire and give support to our 11,000 colleagues in stores so they can delight the 2.5 million customers who shop with us every week."

Chris Warn, Supply Chain Director

Joining the Board in 2022, Chris brings diverse experience to our leadership team. He began his career with an international logistics provider as a graduate trainee before progressing to roles including Commercial Manager.

Chris continued to develop his skills with Agility, a leading provider of supply chain services. He also worked as an Operations Manager for Sainsbury's and later managed the end-to-end international supply chain for Homebase and Habitat. More recently, he was Global Logistics Director for Pentland.

"At Superdrug, our forward-thinking and collaborative teams provide innovative and efficient supply chain solutions to ensure that our customers and patients across the UK have access to the right products, at the right time either via our stores, pharmacies, health clinics or our online services"

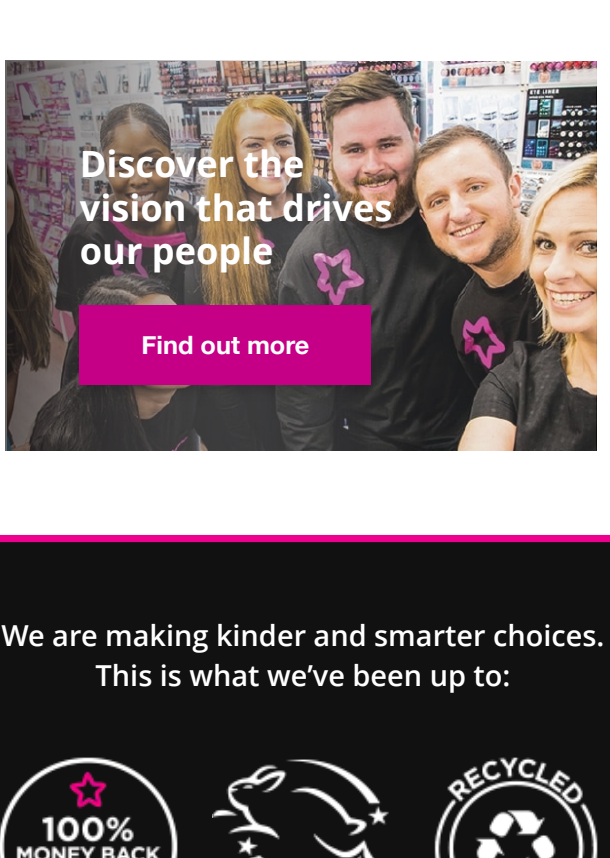


Jamie Archer, Own Brand Director

Jamie started his career with Boots as part of a graduate programme. He later spent eight years at two of the UK's largest FMCG businesses, L'Oreal and Unilever, before joining us four years ago.

Jamie has a passion for our own brand ranges and is committed to driving innovation in our accessibility, value, and brand-building strategies, putting performance and purpose at the heart of own brand to take the Superdrug brand to the next level.

"We're proud of our record of creating and building our own innovative brands into household names, and I'm excited at the focus on driving this even more at the top level of our business."


Discover the vision that drives our people
Find out more

Superdrug ☆

Welcome To Our Asset Gallery

Your one stop shop for beauty, health and skincare logos, video, images and quotes.

Optimum by Superdrug

Discover Superdrug's Optimum range, specially formulated skin care that contain highly effective...

Find out more

THAT SUPERDRUG FEELING IN VIDEO

Superdrug TV
SPONSORED BY
BOURJOIS

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Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit.

THAT SUPERDRUG FEELING IN IMAGES

Health & Beautycard

Title: lorem ispum

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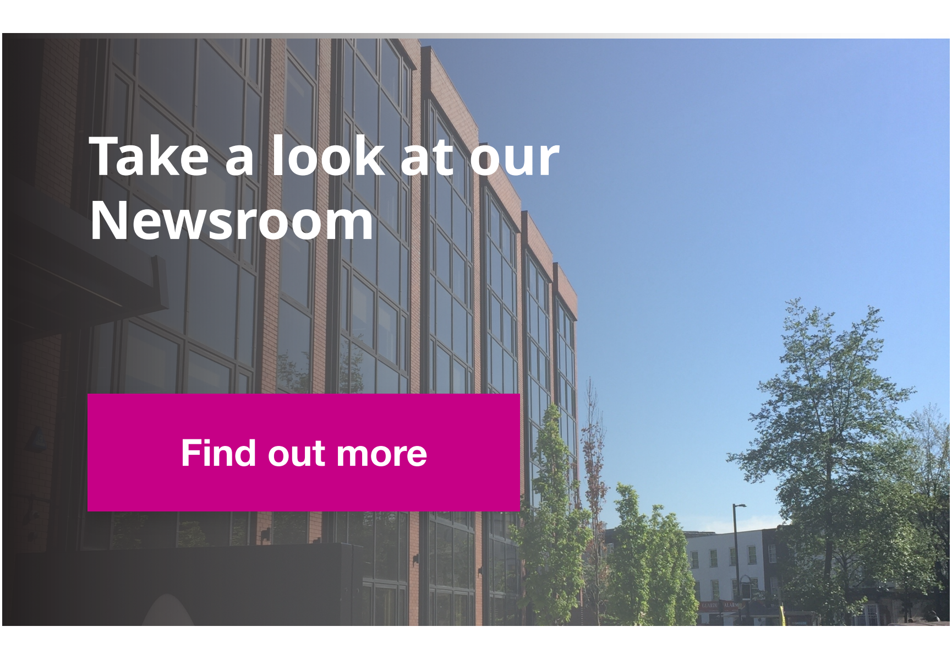

Take a look at our Newsroom

Find out more

Catch up on our social media

Find out more

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Superdrug Online Doctor

BEAUTY STUDIO

Superdrug mobile

Get the Health & Beautycard

Health & Beautycard

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A member of CK Hutchison Holdings

Check Out Our Social Skills

The latest on our careers, stores, people, products, events and the initiatives that are making the difference.

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.

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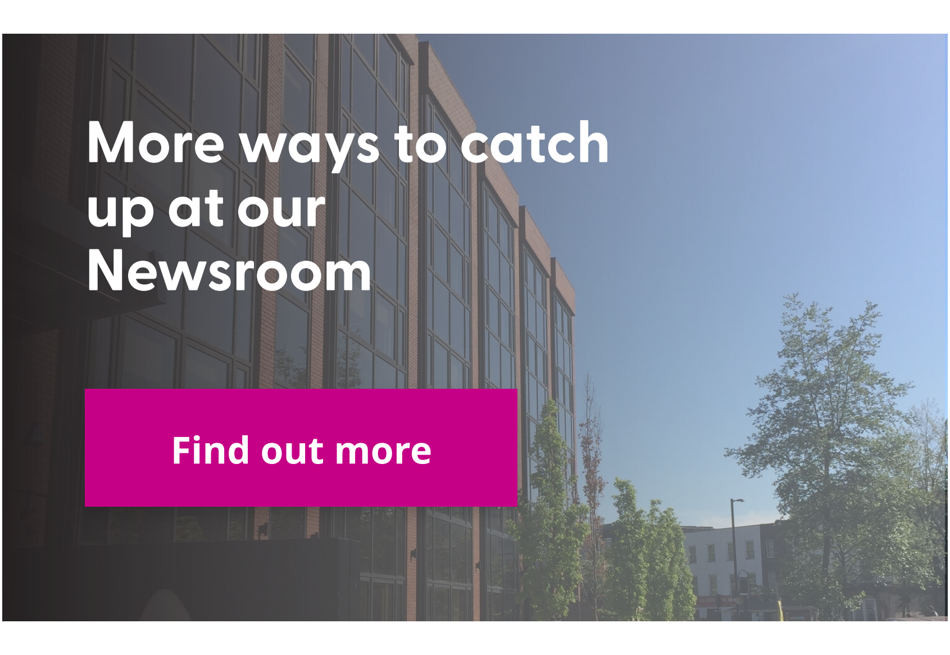
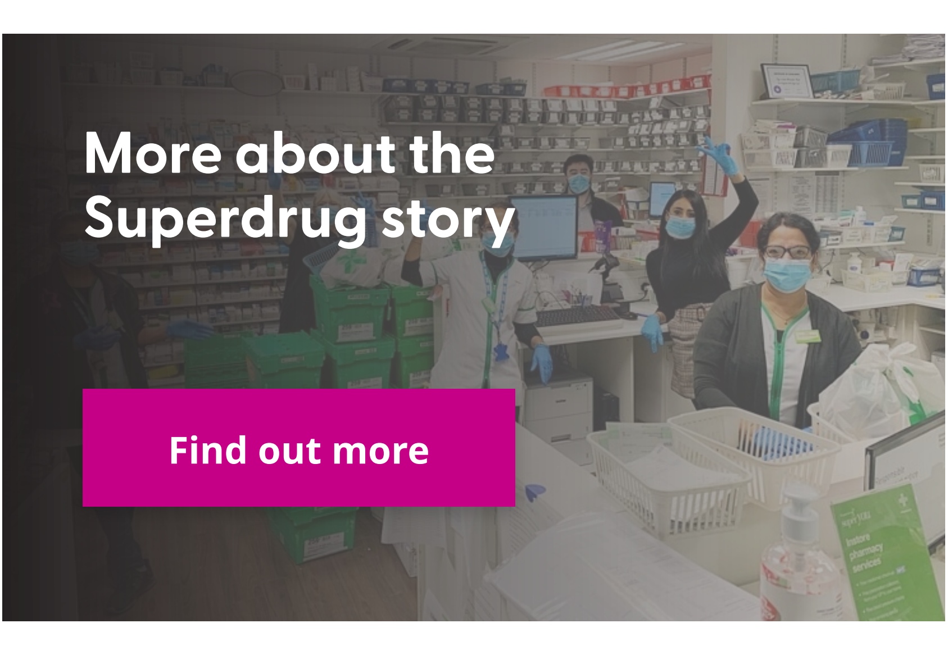


More ways to catch up at our Newsroom

Find out more



More about the Superdrug 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

A member of CK Hutchison Holdings

The Superdrug Story

As one of the UK's leading beauty and health retailers, our vision is to be the best in everyday accessible beauty and health, that means being there for our customers, in our stores, pharmacies, health clinics and online.

SUPERDRUG

830 stores

across the UK and Republic of Ireland and online Dr Services

60 health clinics

offer a range of healthcare services including travel vaccinations, occupational health services, health checks and blood tests

200 in-store pharmacies

from NHS blood pressure checks and flu vaccinations to a New Medicines Service to help improve adherence

16 million

customers have our Health & Beautycard

WE'RE PART OF THE A.S. WATSON GROUP

We're at the heart of the UK high street and our customers' online shopping. But we're also part of the A.S. Watson Group which is the world's largest international health and beauty retailer. Founded in Hong Kong more than 180 years ago by a British pharmacist, the group's 12 retail brands reach customers everywhere from Thailand to Turkey and Malaysia to Macau.

We'll let the numbers do the talking...

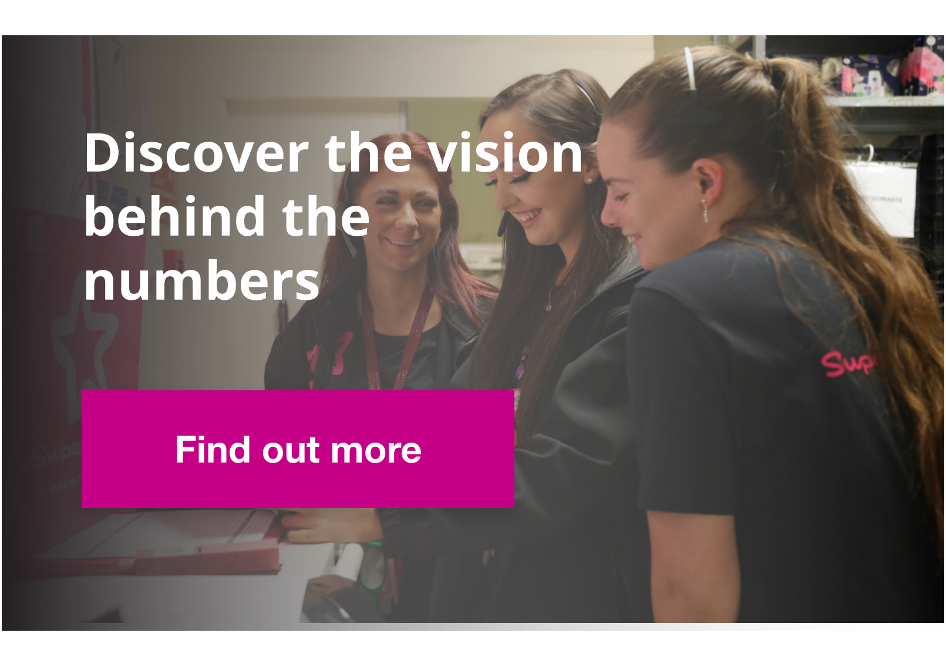
A.S. WATSON GROUP

16,000 stores
in 27 markets

4 billion
customers shopping in store and online

600 stores in Hong Kong
under 4 retail brands including Watsons

Part of CK Hutchison Holdings Limited with **5 core businesses** in over 50 countries



Discover the vision behind the numbers

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OUR COMMUNITY

Welcome To Our Power Brands

We're proud that our own brand ranges bring that Superdrug feeling to customers every day. Renowned for their efficacy and great value – they're fast becoming household names.

From skincare to haircare and sanitary products to dental, cosmetics and accessories – own brand is at the heart of our vision to bring the best in everyday accessible beauty and health to our customers. Building these great brands gives our customers even more reasons to shop with us, and to return time and time again.

All of our own brand products are backed by our 100% happiness money back guarantee and meet Cruelty Free International's standards (look out for the leaping bunny which proves it).

OUR OWN BRAND HEROES

B. Skincare

With B standing for Beautiful, our solution-based skincare range brings tailored, targeted and effective care to customers whatever their skin type or goals. There are five individual ranges within B. Skincare so customers can mix and match to create the right routine for them. We're also home to B. Cosmetics, B. Make-Up Accessories, B. Hair Removal and B. Men.

Me+

Packed with powerful ingredients to deliver great results, this range is designed to supercharge our customers' skin and haircare routines. From hyaluronic acid to hydrate and plump to Vitamin C to brighten skin – this range is all about hero ingredients and targeted treatment at great value prices.

Vitamin E

Vitamin E has long been renowned for its hydrating properties which leave skin soft and supple. Enriched with naturally sourced Vitamin E, our range includes cleansers, moisturisers and creams as well as our popular serum and oil to help rejuvenate and plump skin. Tried and trusted, this is a quality skincare range for life – a range loved by customers for more than 25 years.

Optimum

Our retinol and collagen range targets the signs of ageing by firming, toning and hydrating skin for a more youthful look. Packed with hard-working ingredients renowned for their anti-ageing properties, Optimum brings advanced skincare to our customers at affordable prices.

Naturally Radiant

Infused with plant extracts and expertly formulated, our Naturally Radiant range contains natural ingredients to rebalance, calm and soothe skin. Designed to boost glow and radiance, this go-to range is loved by customers for its naturally dewy results.

Solait

Helping customers stay safe in the sun, our suncare range includes high-factor creams, after sun and baby and children's protection. There are also essential travel accessories including earplugs, travel adaptors and travel socks as well as self-tan products. Everything our customers need to be summer ready!

Fruity

Our Fruity shower gels and shampoos include refreshing and nourishing ingredients such as satsuma, raspberry and vanilla. A great value start (or end) to the day – they are 100% vegan, cruelty free and come in bottles made of 30% recycled plastic (saving 12.5 tonnes of virgin plastic every year).

Pro Care

From electric to manual toothbrushes and toothpaste to whitening strips, Pro Care brings great value to advanced dental care. With products for babies and children, the range is suitable for the whole family and our electric toothbrushes come with handy features such as a two-minute timer for healthier brushing.

Luna

Our organic cotton sanitary range is made from renewable, plant-based materials. The range includes reusable menstrual cups which last for years, and liners and towels made from organic cotton that are wrapped in plant-based biofilm.

Studio London

Our range of make-up and hair accessories is as wide as it is affordable. From make-up brushes and sponges to earrings, necklaces and rings to hairbrushes, slides and scrunchies – this range is packed with quality essentials for every day.

25% of total sales will be own brand by 2025

100% of the paper and pulp we use in own brand packaging

100% of own brand plastic packaging to be reusable, recyclable, or

We develop and improve over **1,000 products each year**

By 2030 we will achieve net zero deforestation for all own brand products

No PVC in our own brand packaging by 2025

> **"Superdrug's vision has always been to make health and beauty accessible to all. With the rising cost of living, we wanted to act quickly to ensure our colleagues are well looked after and our customers well supported.**
>
> **We don't believe shoppers should have to compromise when it comes to their health and beauty purchases, so our Price Freeze Promise is committed for a year on 130 own brand essential items."**

Simon Comins, Commercial Director

1st on high street to remove plastic applicators in own brand sanitary products

1st health and beauty retailer to ban plastic applicators across all sanitary products

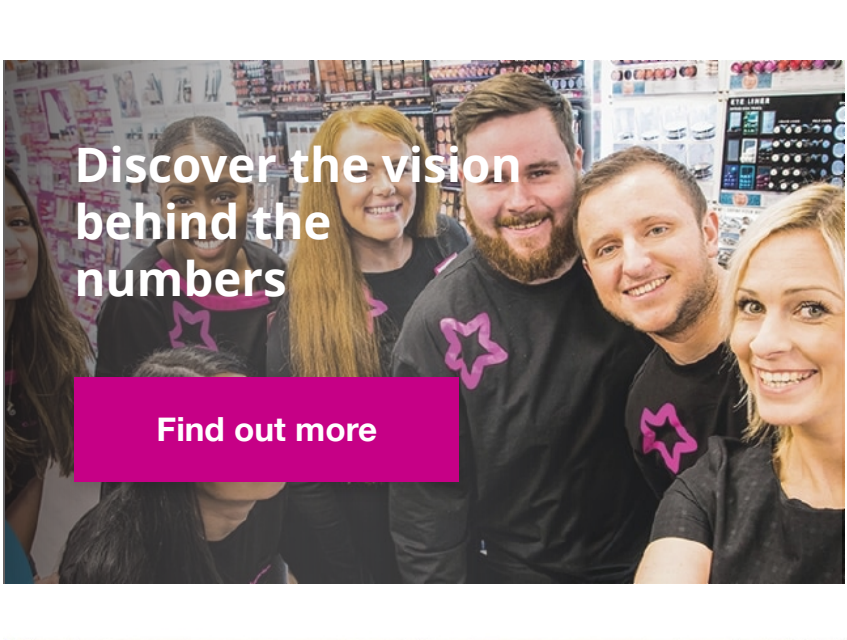
30% recycled plastic bottles for our own brand hair range

Our Vitamin E 25th Birthday Skincare Set is our **first RSPO certified product** – supporting the production of certified sustainable palm oil

Our **100% biodegradable Superdrug face wipes** are made from sustainably sourced wood pulp and renewable plant fibres

30% recycled plastic packaging in our popular Fruity shower and Vitamin E ranges

Investing in the **first recyclable toothpaste tube**



Discover the vision behind the numbers

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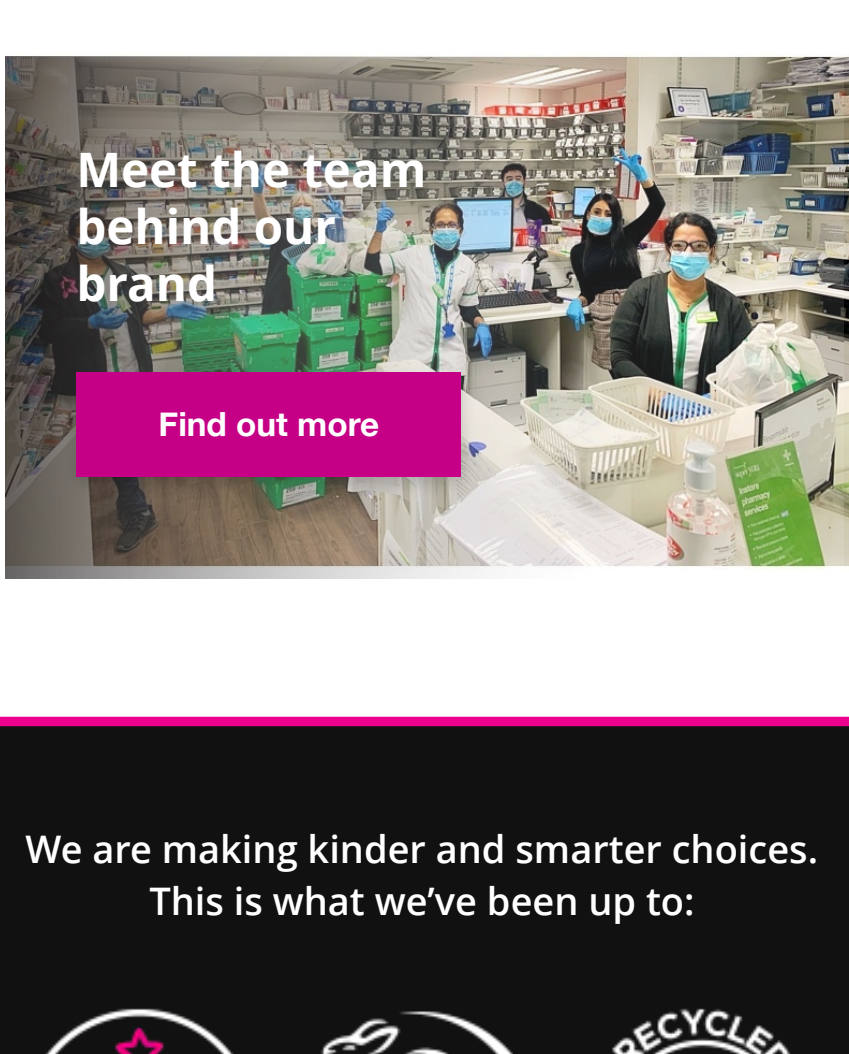

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