



News Release

25th August 2005

DON'T SUPERDRUG TURN YOUR BROWN EYES BLUE - SUPERDRUG LAUNCHES COLOURED COSMETIC LENSES -

If the first years of the twenty-first century will be remembered for one thing it will be the explosion in personal reinvention – changing faces through cosmetic surgery, the shape of our bodies through exercise and diet, the colour of our hair and even the shade of our skin with spray-on colour. But the one thing even Michael Jackson cannot change is the natural colour of his eyes. Superdrug is helping to break through this last barrier of metamorphosis with the launch of soft colour cosmetic lenses.

Once the preserve of spies, pop stars and the very wealthy now Superdrug shoppers can change the colour of their eyes for a very high street friendly price of £14.99. The cosmetic lenses, which last up to 30 days, come complete with contact lens solution, full care instructions and a storage case.

The lenses are available in three colours, blue, green or violet. Phil Wells of Superdrug's eye care team said: "Our customers are very fashion conscious, changing their eye colour gives them the opportunity to change their look in an extremely striking, yet cost conscious way. It's not just Beyonce that can change her eyes to match her outfit now."

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For further information please contact:

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Notes to editors:

Superdrug Eye 2 Eye soft coloured cosmetic lenses are available from the following Superdrug stores:

- Birmingham, Bullring
- Brighton, Churchill Square
- Crawley, Queensway
- Croydon, Whitgift Centre
- East Kilbride, Central West
- Edinburgh, Princes Street
- Epsom, West Square
- Glasgow, Sauchiehall Street
- Guildford, High Street
- Kingston, Clarence Street
- Leeds, White Rose Centre
- Liverpool, Parker Street
- London, Marble Arch
- London, Oxford Street

Superdrug[☆]

- Manchester, Piccadilly
- Milton Keynes, Midsummer Arcade
- Northampton, Wood Street
- Reading, Broad Street
- Sheffield, Crystal Peaks
- Sheffield, Meadowhall