

# Watson<sup>91</sup>N

## Superdrug – 50 Golden Years

A.S. Watson Embraces Customer 360

Global Smile Campaign

Outstanding Students Live Out the Dream!



## About A.S. Watson Group

With a history dating back to 1828, the A.S. Watson Group (ASW) has evolved into an international retail and manufacturing business with operations in 25 markets worldwide.

Today, the Group operates over 10,800 retail stores running the gamut from health & beauty, luxury perfumeries & cosmetics to food, electrical & electronics and fine wine.

Also an established player in the beverage industry, ASW provides a full range of beverages from bottled water, fruit juices, soft drinks and tea products to the world's finest wine labels via its international wine wholesaler and distributor.

ASW employs over 100,000 staff and is a member of the 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.

### Editorial committee

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# AROUND THE WORLD



**A.S. WATSON**  
GLOBAL SUPPLIERS  
CONFERENCE 2014

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**watsons**



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(Back, from left) Mr Victor Li, Deputy Chairman of HWL;  
Mr Siew Wah Fock, Member of the Temasek Advisory Panel;  
Mr Li Ka-shing, Chairman of HWL;  
Mr David Heng, Co-Head, Markets Group,  
Temasek International Pte Ltd

(Front, from left)  
Mr Dominic Lai, Group Managing Director, A.S. Watson Group;  
Mr Song Hwee Chia, Head of Investment Group,  
Temasek International Pte Ltd;  
Mr Canning Fok, Group Managing Director of HWL



## HWL and Temasek

# PARTNERSHIP

**HWL** has formed a strategic alliance with Temasek. The Singapore investment company has taken an indirect equity interest of 24.95 per cent in A.S. Watson Holdings for HKD44 billion. Following the completion of the transaction on 16 April 2014, HWL distributed a special dividend of HKD7 per share to its shareholders. The transaction allows HWL to partially unlock the value of A.S. Watson (ASW) as well as set an important valuation benchmark for the Group's remaining interests.

ASW has grown internationally in the past two decades with more than 10,500 stores worldwide. Together with its strategic partner Temasek, HWL will further maximize the value and future growth potential of ASW.

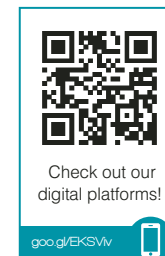




## eCommerce is the way

Working in full gear to turbocharge customer engagement and growth, **Watsons Taiwan** has rolled out its first eStore while **Superdrug** and **Kruidvat** have upgraded its existing eStore. Furthermore, **Watsons Hong Kong** and **China** have launched their first mobile shopping app, iWatsons, connecting customers to a wide range of products and special offers anytime, anywhere on their smartphones or tablets. In addition to free delivery, customers can shop for exclusive and new products available only via iWatsons, with useful beauty tips popping regularly from the app.

Meanwhile, as the pioneer in introducing online shopping and a wine app, **PARKnSHOP** continues to blaze trails in unsurpassed and innovative shopping experience by releasing a mobile shopping app. It offers a number of exciting while user-friendly features, such as product barcode scanning, personalized shopping list as well as comprehensive product information of over 10,000 items.



Check out our digital platforms!

[goo.gl/EKSvVv](http://goo.gl/EKSvVv)





# A.S. Watson Embraces Customer 360

A.S. Watson leaders and the world's top health and beauty consumer product manufacturers gathered in Hong Kong for the Global Suppliers Conference to exchange views on customer engagement and to recognize the achievements of ASW's Global Best Store Teams.





# A.S. WATSON GLOBAL SUPPLIERS CONFERENCE 2014



Dominic Lai (front row, 5<sup>th</sup> from left), ASW Group Managing Director leads the management team to kick off the Global Suppliers Conference



Group Managing Director Dominic Lai unveils the Customer 360 multi-channel strategy at the conference



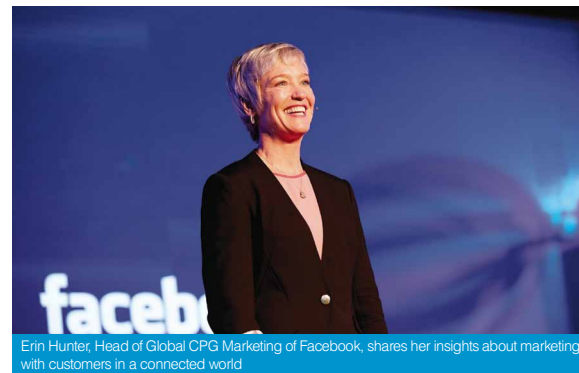
ASW country managers discuss the topic of Redesigning Beauty for Generation Y with suppliers (From Left) Tomasz Wroblewski, Managing Director of Watson Ukraine; Carsten Fischer, Representative Director, COO of Global Business of Shiseido; Alexis Perakis-Valat, Executive Vice-President - Asia Pacific Zone of L'Oréal; Hans Van Bylen, Executive Vice President Beauty Care of Henkel; Michele Scannavini, CEO of Coty; Toby Anderson, Managing Director of Watsons Taiwan

Around the world

# SHARING

## – Strategy for Mutual Success

Group Managing Director Dominic Lai opened the conference by revealing ASW's Customer 360 Strategy as a critical evolution to sustain its leadership in the retail industry. Panels of health and beauty experts exchanged views on how to engage the GenY and the more mature customers. The intensive day of business discussions was followed by a glamorous evening when ASW presented the Global Suppliers Awards to its partners to celebrate the joint successes.



Erin Hunter, Head of Global CPG Marketing of Facebook, shares her insights about marketing with customers in a connected world





Best of the Best Supplier Europe – Unilever



Best of the Best Supplier Asia – L'Oréal



Challenger Award (Global) – Henkel Group



# Think **BIG**, Achieve **BIGGER**

At the A.S. Watson Global Operations Summit, Operations Directors shared their expertise on operational excellence and quality customer service while discussing the ways to further strengthen our position as the fastest growing health & beauty retailer and create new heights of achievements. Meanwhile, 44 winning stores amongst 11,000 store network across 36 business units were recognized as the best-of-the-best store teams and honored for achieving outstanding performance in their operating markets in the Global Store Team Awards presentation ceremony.



Watch the event highlight video!

goo.gl/ke1nj0





## PASSION to serve

Watsons Hong Kong manifested its brand DNA of being friendly, professional and caring by launching two heart-warming TV commercials which starred a store manager and pharmacist respectively. Their real-life stories vividly demonstrated the passion and dedication of its staff. To empower all frontline staff, a series of motivational activities including fruit deliveries were carried out before broadcasting.



## TRIPLE Treats

It was a bumper season of More Rewards, More Discounts and More Points as Watsons Philippines launched the biggest promotion of the year! Headlining the Triple Treats campaign was the grand prize of a brand new BMW, along with other attractive prizes like cool gadgets and shopping money. Customers were entitled to join an exciting e-raffle upon every purchase of P500 on any participating brand.





## OSCARS in technology

To pay tribute to trade partners who performed excellently in product development, distribution, after-care service and promotion, **Fortress Hong Kong** organized the Inspiring Smart Living Awards, an annual pageant of electronic appliances and AV products. The awards are so widely-recognized that customers regard it as an indicator to make choices.



## Wine CARNIVAL

To celebrate the 16<sup>th</sup> birthday of **Watson's Wine** in Hong Kong, a special promotion was launched to thank and reward customers. Over 100 wines were made available at new lower prices while members could earn additional vouchers for a minimum spend. It's time for oenophiles to indulge in different wine aromas and flavors!

Watson's Wine



## COOL splash of love

For Valentine's Day, COOL partnered with a popular local illustrator to release two special editions of **COOL** Lover bottles, with "Professor COOL" and "Goddess" being the male and female protagonist of the bottles respectively. The quirky illustrations and theme also carried on online where fun love tutorials and quizzes engaged Facebook fans. Over 25,000 youths and romantics fell in love with the campaign over 6 weeks.

COOL



## LIVING beauty

**Watsons China** set up a club entitled "We See Beauty Everywhere" for lifestyle media in 15 major cities in China. A wide range of relaxing chill-out activities, from wine tastings, tea appreciation, 3D paintings exhibition to health and beauty parties, were held to delight lifestyle journalists. What a perfect opportunity to strengthen media relations while sharing and enjoying life together!





Christian Nothhaft (5<sup>th</sup> from right), CEO of Watsons China officiates the 25<sup>th</sup> anniversary event

Charity handbags with auspicious pictures are rolled out to raise fund for mentally handicapped students

Charity sale of make-up pouch to raise fund for Sowers Action

## DUO celebrations

Watsons China celebrated its 25<sup>th</sup> anniversary of operations and 5<sup>th</sup> anniversary of CRM loyalty programme. A grand ceremony was held on 27 May along with a fundraising exhibition showcasing delicate paintings, which portrayed the beautiful moments of Chinese female customers, while demonstrating the brand's stories and its continuous dedication to the beauty and wellbeing of women in Mainland China for the past 25 years.

During the ceremony, Watsons China and its 25 major suppliers presented a donation cheque to the representatives of Sowers Action to support their education assistance project in the rural area of Guizhou Province. In the meantime, its members were also treated with exclusive offer and a new function on Wechat. With over 1,800 stores in over 300 cities and more than 40 million members to date, here's to greater success in the years ahead!



## SEASON limited

To liven up different festivals in the first quarter of 2014, **Watsons Taiwan** rolled out a series of colourful and prismatic non-woven tote bags for Chinese New Year, Valentine's Day and Mother's Day. Not only successfully encouraged the use of eco-bags, it also brought a touch of festive blessing to customers. The tote bags were so well-received and sold out shortly after launch!



## DRIFTING for VIP

Providing an exclusive offer to VIP members, **Watsons Malaysia** engaged Leona Chin, Malaysia's Drift Queen, in a "Drift with Leona" campaign in which its VIP members purchasing RM150 in a single receipt were given a chance to win an incomparable drift with Leona. 60 lucky speedsters attending the event had to race in a Time Attack Go-Kart challenge and the top 10 drivers experienced a spectacular drift with Leona.



Have an adrenaline boost!

[goo.gl/8VsFVZ](http://goo.gl/8VsFVZ)





More dancing fun on Youtube!

[goo.gl/A2v4V](http://goo.gl/A2v4V)

### You gotta **MOVE** it, Malaysia!

**Watsons Malaysia** called on Malaysian to get fit and healthy by initiating a nation-wide fitness campaign in response to this year's World Health Day. Supported by a well-known radio station and fitness club, the campaign received public attention and active participation. Those who shared their own dance music video on Watsons Malaysia Facebook stood a chance to win RM5,000 cash and performed at the grand Mass Dance event. Thousands of its customers finally showed up at the event to show off their moves and enjoy a fun-filled day out!



### **FOOTBALL** hits fever pitch

While the world was counting down to the World Cup held in Brazil, **Watsons Malaysia** celebrated the pinnacle of this mega sports event by presenting an exciting "Football Fever Sale" to engage local football fanatics. Six lucky fans were picked to appear on prominent TV sports shows alongside celebrity hosts to discuss football. In addition, an interactive online football game for Facebook fans was held with Johnson & Johnson. The winner gained an all-expenses-paid trip to witness the grand opening ceremony and live match.



Kulvinder Biring (4<sup>th</sup> from left), Managing Director of Watsons Malaysia and Indonesia, officiates the launch of the campaign





## DELUXE treats galore

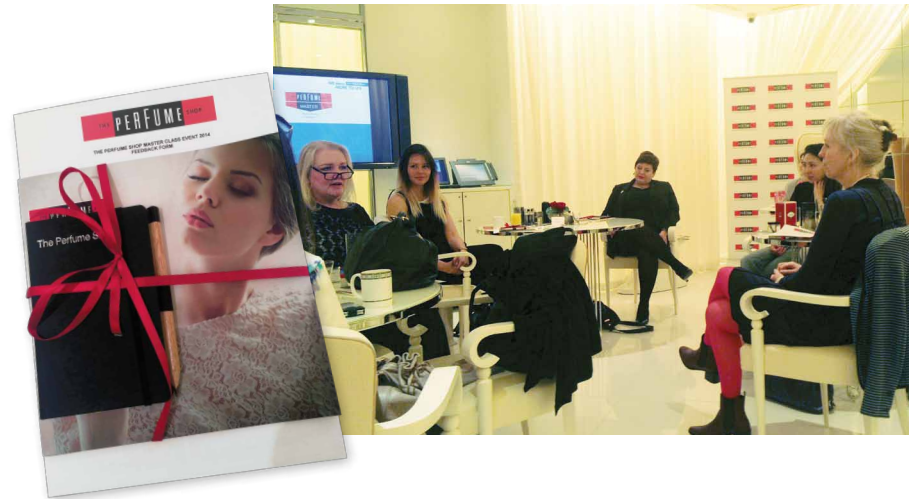
**Rossmann** celebrated its 20<sup>th</sup> anniversary in Czech Republic with a series of celebration festivities including a glamorous birthday gala in palace and a fundraising campaign. Meanwhile, its first loyalty programme for mothers was launched and successfully attracted over 35,000 sign-ups in the first 2 weeks.

ROSSMANN

## SCENTSATIONAL feast

**The Perfume Shop** invited top journalists in the UK to join a tailor-made media master class on 23 April, showcasing its expertise and delivering an interactive and educational event. Through informative presentations and discussion about the scent of smell, the journalists left with a deeper understanding of The Perfume Shop, amazing history of perfume as well as the latest perfume trends.

PERFUME





## Hip hip HURRAY!

**Kruidvat** commenced the annual Nine Months Fair in Amsterdam with a nappy race in which a famous Dutch singer who is also a father fired the starting shot. A throng of excited onlookers cheered for these little cute toddlers. 10-month old Gino was the first baby crawling his way in Kruidvat nappy to the finishing line and gave all spectators the giggles.



## DAD début

When it comes to parenting, there is voice from moms that dads nowadays should have a role in taking care of their newborns. To cater the needs of those first-time dads, **Kruidvat Belgium** organized a workshop providing useful tips for baby care and advice on choosing best baby products while guiding them through the store.





## 20 YEARS of Drogas

**Drogas Latvia** celebrated its 20<sup>th</sup> anniversary and enjoyed the gaiety of this occasion with its employees, customers as well as business partners in December last year. The festivities were brimmed with warmest congratulations and surprising gifts, including flowers, poems and homemade treats from customers and business partners. To reward their support, 45,000 customers were invited to join an exciting 1-day-only lottery in stores, making it one of the biggest anniversary celebrations for Drogas ever.

Drogas

## DERM Solutions

**Marionnaud Italy's** 4 Skin Programme is an exclusive beauty journey where customers are guided by a professional skin specialist through a personalised 4-step skincare programme for 4 months. The programme takes care of every inch of customers' skin, giving them a refreshing and youthful look afterwards. Supported by an authoritative dermatological association in Italy, the programme has been proven to be effective in improving skin.





**OSCARS** offers

**Marionnaud Italy** started the year with “The Golden Beauty” campaign by featuring its star and faddish beauty products, namely “The Oscars in Marionnaud”. Top-selling skincare, makeup and fragrance products from nine categories in 2013 were presented like the glamorous Oscars winners in stores and different promotional channels. Stunning black and gold visuals complemented the attractive discount on these best-sellers, lifting Marionnaud’s brand image and sales like magic.



**BEAUTÉ** de ballerine

Repetto new fragrance made its debut in the store of **Marionnaud Paris**, expressing the brand’s legendary quintessence of femininity and elegance. Dorothee Gilbert, a prima ballerina of the Paris National Opera, was invited to give tips on how to create a classic chignon. Meanwhile, three beautiful ballerinas entertained customers with a lovely performance every hour.





Appreciate the elegant performance!

[goo.gl/4kEdor](http://goo.gl/4kEdor)







# Welcome our customers with **100,000** smiles



**A.S. Watson Group** (ASW) launched its first-ever Global Smile Campaign in its 11,000 store network in Asia and Europe, to uplift and promote customer service with a human touch in its businesses. The Campaign kicked off on 18 June by its 100,000 employees across 25 markets to “welcome customers with 100,000 smiles”, giving them a pleasant shopping experience.

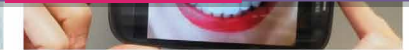
## **SMILE** is a part of us

Happiness simply starts with a smile. ASW believes that smiling is a universal language which is one of the most powerful ways of influencing others and relaying happiness. With the increasing use of technology in day-to-day communications in every aspect of lives around the world, we are seeing less and less human interactions, be it with family or friends. With our 11,000 store network and over 45 million shoppers coming into our stores every week, we provide an extensive platform to give our customers that human touch. As the largest international health & beauty retailer in Asia and Europe, we want to make a difference by delighting our customer with a basic yet magical smile.



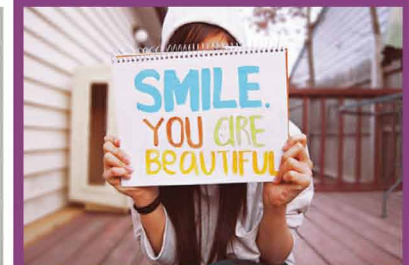
[goo.gl/NHzC4R](https://goo.gl/NHzC4R)

Recall your happy moments on youtube!



// It is just the beginning of our **GLOBAL SMILE CAMPAIGN** and smiles go on.

The pleasure of **HAPPINESS** and the campaign spirit will be extended across our retail network and offices. //



# Chime of TRIUMPH

Let's give a big applause to A.S. Watson Group and its brands!

## BRAND IMAGE



 **A.S. Watson Group**  
**Hong Kong**  
**Asia's Best Employer Brand Awards 2014**  
 (by Employer Branding Institute)



 **A.S. Watson Group**  
**Hong Kong**  
**Hong Kong's No. 1 Retailer - 2014 Retail Asia Pacific Top 500**  
 (by Retail Asia Magazine)



 **FORTRESS**  
**Hong Kong**  
**AV Awards 2013 - My Favourite AV & Digital Product Store**  
 (by AV Magazine)



 **watsons**  
**Malaysia**  
**Bronze Award - Retail Category (2014)**  
 (by Putra Brand Awards)



 **savers**  
 HEALTH HOME BEAUTY  
**UK**  
**UK's Best Personal Care Retailer (2014)**  
 (by Verdict Customer Satisfaction Awards)



 **Kruidvat**  
**Netherlands**  
**Online Customers' Favourite Store**  
 (by PricewaterhouseCoopers)

 **Kruidvat**  
**Netherlands**  
**Top 3 Retail Ranking**  
 (by Q&A Research & Consultancy)



 **ICI PARIS XL**  
**Netherlands**  
**Top 5 Retail Ranking**  
 (by Q&A Research & Consultancy)



 **THE PERFUME SHOP**  
**UK**  
**Top 100 Best Companies to Work For 2014**  
 (by The Sunday Times)

# CSR



**A.S. Watson Group**  
**Hong Kong**  
**Silver Award -**  
**Web Accessibility Recognition Scheme**  
 (by Office of the Government Chief Information Officer and Equal Opportunities Commission of Hong Kong)



**A.S. Watson Group**  
**watsons**  
**豐澤 FORTRESS** **PARKnSHOP**  
**Watson's Wine**  
**Hong Kong**  
**Family-Friendly Employers 2013/14**  
 (by Family Council)



**savers** **Superdrug**  
 HEALTH HOME BEAUTY  
**UK**  
**Gold Award -**  
**RoSPA Occupational Health and Safety Awards (2014)**  
 (by Royal Society for the Prevention of Accidents (RoSPA))



**ICI PARIS XL**  
**Netherlands**  
**Excellence In Employee Engagement Award Winner 2014**  
 (by ORC INTERNATIONAL)

# eCOMMERCE



**watsons**  
**Taiwan**  
**Yahoo Store Marketplace Awards**  
 (by Yahoo!)



**ICI PARIS XL**  
**Belgium**  
**Best Webshop 2014-2015 of Belgium - Health & Beauty Category**  
 (by Q&A Research & Consultancy)

# BUSINESS



**ICI PARIS XL**  
**Belgium**  
**Best Perfumery Chain - Retailer of The Year 2013**  
 (by Q&A Research & Consultancy)

**ICI PARIS XL**  
**Luxembourg**  
**Best Perfumery Chain - Retailer of The Year 2013**  
 (by Q&A Research & Consultancy)

# MARKETING



**豐澤 FORTRESS**  
**Hong Kong**  
**2014 Internet Advertising Award - Outstanding Website**  
 (by The Web Marketing Association)



# NEW STORE OPENINGS



PARKnSHOP China's first GREAT food hall opens in Chengdu International Finance Square, the new landmark of Southwest China



To cater the needs of new moms and dads, Watsons Hong Kong opens a new concept store Watsons Baby in Shatin, offering a wide selection of maternal and baby products



Watsons Taiwan reopens its TunLin Store, incorporating modern Korean and Western elements into its interior design



Watsons Philippines opens 17 new stores to serve a wider range of customers



## BEAUTIQ by Watsons

Watsons Hong Kong opens a brand-new beauty concept shop BEAUTIQ in Causeway Bay, with a bright yellow theme color to surprise the beauty enthusiasts. Offering diversified skincare and cosmetics products, BEAUTIQ is always on the forefront of new trends to bring beauty pleasure to consumers.



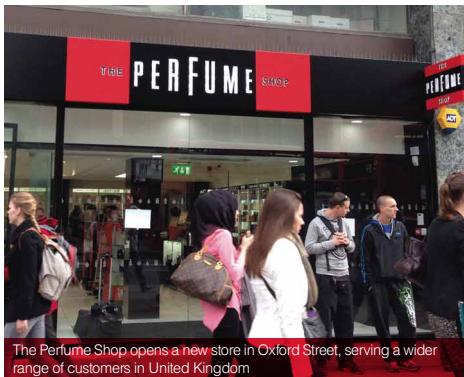


A one-minute charitable shopping spree is offered to a local charity in celebrating Kruidvat's 3 new stores in Hasselt, Jette and Tilburg



## Trekpleister

While celebrating the opening of 3 new stores in Heemskerk, Nijmegen and Utrecht in the Netherlands, Trekpleister is dedicated to contribute the society by donating 1,000 euros each store to local charities to help the underprivileged and disadvantaged group in the community.



The Perfume Shop opens a new store in Oxford Street, serving a wider range of customers in United Kingdom



A two-storey flagship store of Marionnaud is opened in Passage des Lions in Switzerland



Drogas Latvia unveils new stores in Limbazi and Krāslava, bringing an exclusive shopping experience to customers



50

Golden  
Years:

Travelling through

Superdrug 

Past and Future

# 2014

## Superdrug



# 1964

★ The evolution of Superdrug's stores has showed how far it has come to become the leading health & beauty retailer since its foundation in 1964

## The GOLD RUSH

Superdrug's establishment is quite a gold-miner's story to find gold nuggets on riverbed- it all commenced with a dilapidated confectionery and barbers shop on Putney High Street in South-west London, where the Goldstein family identified the sparkling potential in the business, and in 1964 the shop was converted as Superdrug's first store. While A.S. Watson acquired Superdrug in 2002, the gold content of brand was further refined by modernising Superdrug into a popular health & beauty shopping spot. While much has changed over the past half century, Superdrug's core DNA remains unchanged with offering "Great Quality at Great Prices" being its longstanding mission.



[goo.gl/EXBNSJ](http://goo.gl/EXBNSJ)

A new TV commercial was aired to mark Superdrug's birthday and emphasized its unchanged mission throughout the past 50 years.

Enjoy the TVC on YouTube!





goo.gl/OglZe  
Read the latest issue of DARE online!



superdrug.com  
Enjoy the online shopping pleasure!

## CUSTOMERS at the heart of business

What makes Superdrug a great brand for 50 years is the authentic relationship with its customers. Superdrug always keeps abreast with the market trend, listening to the customers and weathering the ever-changing needs of them. Since launching the Beautycard in 2011, the brand tirelessly optimise the programme and now over 10 million customers have joined the loyalty programme and enjoyed savings of almost £15 million so far!

While customers shop more and more on digital platforms, Superdrug.com with perks like free delivery and availability of web-only products was rolled out in 2008 to attract customers to shop online, getting approximately 3 million monthly visits and an over 50% year-on-year increase in sales volume. Leveraging on popular social media platforms such as Facebook, Instagram, Twitter and Youtube, the brand engages customers with health & beauty tips, as well as funny online games.

## GLOWING Partnerships

Working closely with suppliers is the compass to Superdrug's success. In the past golden 50 years, the number of its health & beauty suppliers has been surging in line with its growing store presence, with L'Oréal, Coty, P&G and Unilever being its largest suppliers. While exploring new partners, Superdrug is also strengthening its existing partnerships, an annual supplier conference is hosted to allow ideas and strategies exchange.

This year's 50<sup>th</sup> birthday commemorative edition products are the outcome of seamless work with Superdrug's 78 partners, including Max Factor, St Tropez, L'Oréal and Rimmel, which has been one of the most glamorous and successful projects to date, and the massive supplier engagement brings the extra miles to make the celebratory campaign even more impactful.



★ Special commemorative edition of products in collaboration with supplier brands



Unilever hosts an elaborate event to mark Superdrug's anniversary to celebrate their iconic history as one of the UK's leading drug stores, spotlighting what the future has in store for health, beauty and fashion

★ A celebration gala in central London is held to commemorate the milestone with management team and key suppliers





Sense of belonging is the foundation of a happy workplace

## CARING Inside-out

Out of 12,400 employees working in Superdrug, more than 1,400 have been working for a decade and over 600 for two decades. To create a sense of belonging for employees and foster their loyalty, Superdrug facilitates closer interactions and effective communications with its staff through its intranet "The Hub". Solid induction programs and continual trainings are also provided to empower employees with the right skills and progression opportunities to exceed their potential.

Superdrug also runs many corporate social responsibility initiatives to serve the community. To end this year's golden jubilee celebrations on a high, Superdrug aims at raising more funds at the upcoming charity ball and achieving its goal of funding a total of 40 Marie Curie Nurses to care for the terminally ill.

## CHARTING our own Course for Innovation

Superdrug's Own Brand product is definitely an irreplaceable strategic asset, generating considerable margin for Superdrug every year. The number of its Own Brands and products has hit 30 and 2,800 respectively, sharing a substantial proportion of total turnover which has been increasing in the past few years. With the recent success of the premium B. cosmetic and skincare ranges covering every beauty needs of women, Superdrug will continue to focus on own and exclusive brand categories which contribute to greater shining feat, by staying committed to product innovation and quality excellence.



☆ Guarantee from Superdrug Own Brands- A full refund and 25%-off discount for subsequent Own Brand purchase will be offered if customer is not satisfied with the quality





## Birthday **ADVENTURES**

To mark the brand's 50<sup>th</sup> anniversary, the very first Superdrug store in Putney received a glorious yet classic 1960's makeover, with the presence of the original Superdrug founders and local customers took part in the 60's throwback celebration. And for the first time ever, Superdrug teamed up with Glossybox, a popular beauty subscription service, sending 160,000 limited edition samples from suppliers to create a once-off box for over 30,000 UK beauty lovers. The brand's celebration is not only about celebrating good business in the past 50 years, it is also about blazing trail and search for new model of success.

## **GILDED** VOYAGE

The golden jubilee of Superdrug is just a beginning of its gilded voyage to scale new heights of success. This summer, the new concept store Beauty Studio was opened with a fresh concept and design, which heralds a new era of high street beauty offering a seamless combination of beauty services and products.

In an age which customer demands are high and ever-changing, Superdrug managed to raise the bar when it comes to customer-oriented service, and it is such persistent dedication which makes the brand stay in the heart and mind of customers in the many 50 years to come.



★ Superdrug embarks on a national bus tour, asking Brits to sign a giant birthday card with the target of breaking a Guinness World Record



★ Special commemorative edition of products in collaboration with supplier brands



Superdrug's founding partners Howard Goldstein (right) and Ronald Goldstein (centre) serve Jean, who was a customer to the store in 1964





# Brightening **AURA**

**Watsons Hong Kong** launched the Collagen by Watsons White Regeneration series with a popular local artist, Eliza Sam, as its new spokesperson. The special skincare range is made in Korea with an addition of unique and innovative ingredients, Tri-Collagen and Chromocare™, which helps whitening skin and regenerating collagen while keeping skin hydrated for youthful glow.



Watch the  
TV commercial!

[goo.gl/9pn8Wm](http://goo.gl/9pn8Wm)



## Pure **GLOW**

**Watsons Hong Kong** introduced Pure Beauty CC Cream, riding on the wave of CC (Colour Correction) Cream fervor in Asia. Developed and made in Korea, it instantly corrects complexions and moisturizes skin. The 3 colors (Yellow, Peach and Blue) combination technology effectively refines skin and improves complexion by evening skin tone, giving ladies a natural, healthy and radiant skin in just one step.





## Pretty **WONDERLAND**

**Watsons Taiwan** has reintroduced Divinia by personifying its three new skincare collections as fairy-tale characters, with Cinderella representing cleansing, Mermaid for hydrating and Snow White for whitening products. Capturing the attention of young customers, whimsical yet romantic decorations were placed in-store to unveil the secret of fairylike skin.



## **MIRACLE** Water

Best-selling collection Water360° is relaunched at **Watsons China** with its new and refreshing ocean blue packaging. Moisturizing ingredients are renovated in feather-light texture easily absorbed by skin, which gives instant hydration and soothing sensation to the skin. Effortless beauty with refined skin and radiant all-day-long is a dream came true.



Our products



## **ADVANCING** derma-cosmetics

**Watsons Taiwan** has launched the Skin Advanced series by hosting nation-wide seminars and events with well-known and authoritative dermatologists. This collection is specially formulated in Japan to provide intense, immediate and continuous hydration to soothe sensitive skin. Product efficacy for sensitives skin has been clinically tested, which successfully differentiates the brand from other derma-cosmetics with unquestioned credibility.





# Beauty ELIXIR

Watsons Malaysia has launched a new body and hair care range by infusing magical Moroccan argan oil, avocado oil and wheat germ oil into its formula. These Moroccan oils are proved to be effective in replenishing moisture and improve skin's firmness and luminosity. The full range covers every body's needs from hair to hand, which keeps ladies rejuvenated every day.



## Take a deep BREATH!

Pure Beauty Pomegranate Cleansing Wipes introduced by **Watsons Malaysia** delivers five times cleansing power compared to the ordinary wipes, immediately eliminating impurities and traces of make-up while enabling skin to breathe against irritation.



# GREEN

beauty chic

While eco-products has been a big hit to customers, **Drogas Latvia** expands its offerings of eco-cosmetics by launching a new ECOCERT - certified brand **MOSSA** which is now exclusively sold in 39 stores in Latvia. Besides adhering to our commitment to protect the environment, the high-performance natural skincare products were introduced to give customers an alternative choice.

Drogas



# You are what you EAT

**Kruidvat**'s new series of 100% natural superfoods enables customers to maximize their nutrition in daily meals. By simply adding these high-quality and delicious superfoods which are rich in healthy ingredients like unsaturated fatty acids, vitamins and minerals to any dishes, customers can easily get the elements they need every day to maintain a balanced diet.

Kruidvat



# Skin SCIENCE

While ushering in a new era of derma cosmetics, **Kruidvat** has worked with scientists to develop an innovative anti-aging skincare collection "Skin Science" which is mostly suitable for women aged 35-55 years. Incorporated with state-of-the-art dermatological technology, the products are all tested and proven to visibly reduce wrinkles and improve skin elasticity after four weeks.

Kruidvat

Our products

# Live out the **DREAM!**

Upholding **A.S. Watson Group's** commitment to nurture bright student athletes, the 9<sup>th</sup> Hong Kong Student Sports Awards was held at the Hong Kong Polytechnic University to commend student athletes for their outstanding performance. With more than 7,425 awardees so far, this year's 913 awardees representing over 80 per cent of all local primary, secondary and special schools were honoured with a certificate and scholarship, receiving great applause from their parents, school principals and teachers.

To unlock their sport potential and realize their athletic dream, A.S. Watson Group also organized Leadership Workshop for awardees. Through choreographed and exciting activities, they learned to network and forge friendships while building up their team spirit as well as leadership skills.





# RUN for Health & Pride



**Watsons Water** continues its 18-year reign as main sponsor of the Standard Chartered Hong Kong Marathon which is Hong Kong's largest outdoor sporting event, supports more than 73,000 athletes with over 130,000 litres of water and over 250,000 packs of Iso-tone sports drink. To engage the public, a Facebook game created buzz and it further drove brand awareness to the public.

A six-month tailor-made training programme was held for the first time to coach overweight teenagers aged 16 to 20 for 10km marathon. Co-organised with a university and hospital, amazing result was achieved with an average weight loss of 3.5kg by the end of the programme, and all of them completed the run with their indomitable spirit!

**watson's water**

Our Responsibility



# STEP UP FOR HEALTH



A.S. Watson **Lifestyle Club** was proud to hold the 3<sup>rd</sup> Step Up for Health campaign in the office building in Hong Kong. It was successfully drew more than 600 employees walking up 299 steps together in the morning. After the workout, employees went on a shopping spree at Watson House where wares from **Watsons Hong Kong**, **PARKnSHOP Hong Kong**, **FORTRESS**, **Watson's Wine**, **Watsons Water** and **International Buying** were sold at preferential prices, with over 1,200 employees swarmed in for attractive deals.



Watson's Wine

Watsons Water



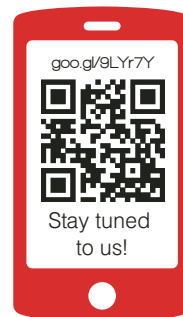


# Our Revamped CSR Webpage is NOW launched!



More corporate social responsibility stories available in ASW corporate website!

We will from time to time update CSR programmes in "Our Responsibility" section of corporate website, so you can check the best CSR campaigns from A.S. Watson & our brands around the world, stay tuned!



Stay tuned to us!





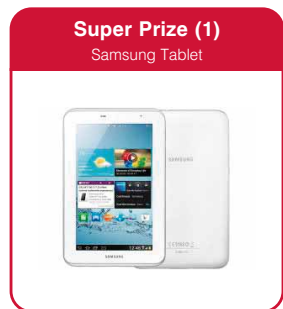
# SUPER QUIZ

## Answers

to Issue 90

## Questions

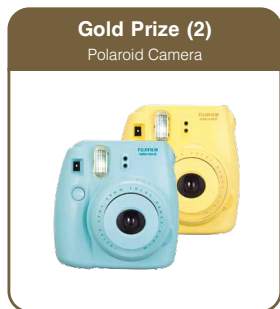
- 1) What is the theme of Global Suppliers Conference 2014?
- 2) What is the location of Superdrug's first store?
- 3) How many awardees attended the 9<sup>th</sup> Hong Kong Student Sports Awards?



Sponsored by



A.S. Watson Group



Sponsored by



A.S. Watson Group



Sponsored by

Superdrug 

- 1) Passion in Action
- 2) Champs-Elysées
- 3) 110 years

### Super Prize (Apple TV)

#### Name

1. Sandrine Fortune

#### Company & Department

The Perfume Shop - Store 175

### Gold Prize (Power Bank)

#### Name

1. Melissa Shen
2. Emma Harkins

#### Company & Department

Watsons Taiwan - Sales & Operations  
Superdrug - Store 0233

### Silver Prize (Luxury Makeup Palette)

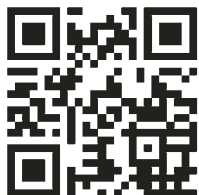
#### Name

1. Tam Ka Lun
2. Johnny Zhu
3. Wan Hok Yin
4. Ika Kurniawati
5. Paul Golding

#### Company & Department

PARKnSHOP Hong Kong - Distribution  
Watsons China - Store Development  
A.S. Watson Group - Finance  
Watsons Indonesia - Finance  
Savers - Store 2581

## Superquiz goes digital! Deadline: 15 October, 2014



You can now have the chance to win Superquiz even when you are on-the-go! Just scan the QR code and you may submit your answer for Superquiz from your mobile.

You may also access the website on computer through the link below:

[watson-superquiz.aswatson.com](http://watson-superquiz.aswatson.com)

Or you may send the **completed** entry form in print to:  
Group Public Relations, A.S. Watson Group  
11/F, Watson House, 1-5 Wo Liu Hang Road, Fo Tan, Shatin, New Territories, Hong Kong

Name of Staff Member: \_\_\_\_\_ (ENG) \_\_\_\_\_ (CHI)

Company and Department: \_\_\_\_\_

Address: \_\_\_\_\_

Employee No.: \_\_\_\_\_ Contact Tel No.: \_\_\_\_\_ Signature: \_\_\_\_\_

A1: \_\_\_\_\_ A2: \_\_\_\_\_ A3: \_\_\_\_\_

# Your Love **BRIGHTENS UP LIFE**

Cancer takes away over 10,000 lives in Hong Kong each year. Facing death and enduring pain, many cancer patients are overpowered by the emotional stress and pain induced by physically demanding treatments; its combined effects induce hopelessness and depression.

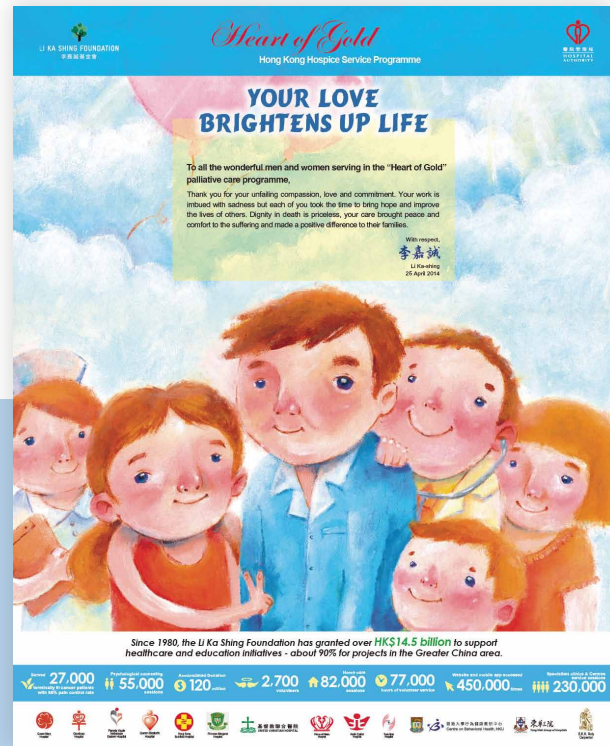
Doctors and patients share the same human characteristic of being affected by the cancer experience. Imbued in sadness, treating cancer is a stressful and physically demanding experience — public awareness and support are important to reinforce the good work many doctors and health service providers are serving in our community.

Since 2007, the Hong Kong Hospital Authority and the Li Ka Shing Foundation established the “Heart of Gold” Programme to relieve suffering when recovery is beyond hope. Over the years, a team of healthcare professionals, volunteers and partners has provided care, love and respect for around 27,000 terminally ill cancer patients.

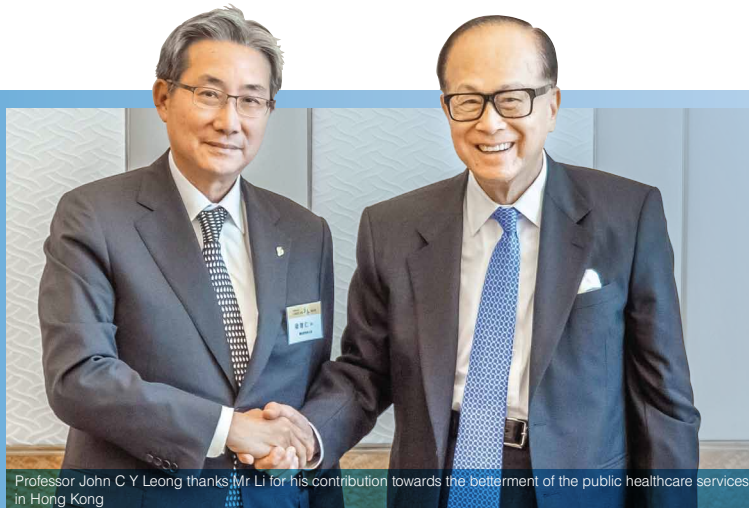
Mr Li Ka-shing, Chairman of the Li Ka Shing Foundation, in a luncheon hosted for the partnering organisations of the “Heart of Gold” Programme, said, “Hospice care gives comfort and hope where only anguish and sorrow are apparent, we must encourage

such meaningful work and offer help where it is needed.”

To date, the Foundation’s donation of over HKD126 million, along with the Hospital Authority’s matching fund, have administered more than 230,000 service attendances, provided training for hospice ambassadors and successfully recruited volunteers which accounted for a total of 2,700 persons, delivered around 50,000 psychosocial sessions and provided bereavement support for around 2,000 children and more than 1,300 families.



Mr Li Ka-shing takes out an advertisement for an open thank you letter to the wonderful men and women whose laudable dedication made the hospice service possible



Professor John C Y Leong thanks Mr Li for his contribution towards the betterment of the public healthcare services in Hong Kong