



**Experience.
Better.**

BRAND EXPERIENCE EXPERTS N2O PARTNER WITH SUPERDRUG TO BRING THEIR BIGGEST *EVER* EVENT, SUPERDRUG PRESENTS, BACK FOR 2023

Superdrug has entrusted award-winning creative brand experience agency, N2O, to bring back its ultimate brand experience in February 2023.

The follow-up event to Superdrug's uber-popular 2019 health and beauty brand showcase will kick off at The Truman Brewery (Brick Lane) from 24th – 26th February. The three-day event - the '*ultimate health and beauty playground*' and the UK's *largest* beauty festival - invites attendees to enjoy free treatments, attend exclusive masterclasses with industry experts, meet with big-name beauty influencers, and immerse themselves in all things health and beauty.

Brands include: Bourjois, Marc Jacobs, BedHead, Ariana Grande perfume, NYX Professional Makeup, CeraVe, Glaze, Britney Spears fragrance, Feather & Down, Nivea, Pantene x Moschino and more. Superdrug's own Superdrug Healthcare and Superdrug Beauty Studio will also feature.

Matt Walburn, Marketing, eCom, Digital, Customer Director at Superdrug, said: "We are excited to see the return of Superdrug Presents. We know the value of experience for our customers and being able to host an event that brings so many fantastic brands together is something we're confident they will love. N2O share our vision when it comes to experiential and we can't wait to see it come to life at the end of the month, it's not to be missed!"

Clare James, Chief Operating Officer at N2O, said: "This massive event was such a big project for us to work on in 2019, and we're in a great position to bring it back in this post-Pandemic landscape. It was incredibly well-received in 2019, so to be able to deliver it again and build on that excitement from fans is a fantastic thing. Our talented Creative Team have devised over 30 unique health and beauty experiences for customers to immerse themselves in and it's bigger and better than ever before!"

Tickets and more information can be found at [Superdrug Presents | Superdrug](#)

ENDS



Experience. Better.

We win fans for brands, wherever they are through creative brand experiences that engage the right consumers, at the right time – at home, in-store, out of home or online.

We apply 20+ years of marketing experience to successfully deliver our clients' requirements, across sectors including FMCG, health and beauty, luxury goods, retail, automotive and technology.

For more information, please contact:

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