

Superdrug cooks up cost of living campaign with Jack Monroe

High Street retailer [Superdrug](#) has partnered with cook and poverty campaigner Jack Monroe to help customers deal with the [cost of living](#) crisis.

The shop smart campaign will help customers understand how to keep costs down when using beauty and personal care products, as hygiene poverty spikes across the UK.

Monroe said: “There’s been a lot of discussion recently around soaring [energy costs](#) and rising food bills, and the cost of toiletries and personal care essentials are also rising steeply.

“It’s embarrassing to not be able to [afford things that others might take for granted](#), like soap, tampons, deodorant, toothpaste, shampoo and hygiene poverty is fast becoming a hidden impact of the cost of living crisis.”

Recent research from Superdrug discovered that 80% of the retailer’s customers have felt the need to switch to cheaper brands.

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Superdrug will now add a further 30 products to its price freeze promise. The promotion freezes the prices on [130 everyday essential items across own brand personal care, beauty and healthcare categories for at least a year.](#)

Superdrug chief commercial officer Simon Comins, said: “With rising cost of living, we wanted to act quickly to ensure our colleagues are well looked after and our customers well supported.

“Despite rising cost of goods, we also remain committed to offering all of our customers discounted star buys and our health and beauty card users, member only pricing.”

Superdrug employees [receive a minimum of 30% off own brand items and 10% off branded products.](#) The retailer will be building discounts out further to cover more areas of everyday spending for its own staff.