

PRESS RELEASE

SLICE OF HIGH STREET COSMETICS MARKET FOR PRIMARK THANKS TO 'BEAUTIFUL' COLLABORATION WITH SWALLOWFIELD

Primark has joined forces with AIM Listed Swallowfield, the global provider of beauty and personal care solutions to develop a new make-up range that is helping the retailer of affordable fashion claim a slice of the high street cosmetics market.

The *Beautiful Colour Cosmetics* range, developed in collaboration with Swallowfield went on sale in 30 Primark stores across the UK and 14 in Ireland on Tuesday 12th May.

Described as 'edgy beautiful' the value-for-money range includes double ended colour mascaras (Flirty Winks), metallic foil effect liquid liners (Foiled Again), waterproof mascara with mistake eraser (Eye Can't Go Wrong) and an under eye concealer (Ta ta for Now). Prices start at £2.00 for the mascara and £2.50 for a lip gloss.

Jill Mason from Primark said: "Trends indicate that as a result of the economic climate, shoppers are cutting back and only buying the most essential products. Our *Beautiful Colour Cosmetics* range provides a cost effective solution for stylish and budget-conscious women, offering affordable, attractively packaged products, best described as econo-chic."

Ian Mackinnon, Chief Executive of Swallowfield, which serves a number of global cosmetics brands and high street retailers added: "Working closely with the Primark team, the formulations, packaging and brands have been developed to create excitement and engage the consumer.

"This contract further evidences our global ability to develop cosmetic solutions right across the value chain. It also reflects our successful strategic

transformation over the last three years from contract manufacturer to a full service provider.”

Ends

NOTES TO EDITOR:

Swallowfield is a full service provider for brands and high street retailers operating in the cosmetics, personal care and household goods marketplaces. This includes market analysis; design, formulation and testing of products; packaging design and sourcing; and distribution and stock management.

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