



Walgreens Unveils New Premium Skin Care Line – Affordable Luxe for Every Budget

September 5, 2024

DEERFIELD, Ill.--(BUSINESS WIRE)--Sep. 5, 2024-- Walgreens, the leading independent retail pharmacy and healthcare provider, today announced the launch of its new premium skin care line, designed to give customers premium quality without the premium price tag.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240905194546/en/>



Walgreens launches new line of premium skin care items. (Photo: Business Wire)

In response to growing consumer demand for premium skin care solutions, Walgreens is redefining its beauty landscape and providing an efficient, highly relevant customer experience with a range of products that promise top-tier quality and affordability. Extensive research shows that while customers are eager for prestige skin

care options, they don't want to compromise on price.

"As we sharpen our focus in areas such as women's health and beauty, our new premium skin care line is a game-changer for those who crave luxury but are mindful of their budget," says Heather Hughes, group vice president and general merchandise manager for health and beauty at Walgreens. "Compared to the current price of similar premium skin care products listed on brand websites, the online prices of our new Walgreens premium skin care products are at least 50% less expensive, making high-quality skin care more accessible. It's our way of delivering personalized solutions that don't break the bank and we invite our customers to see for themselves."

Here's a sneak peek at some of the products in our new collection:

- Gentle Cleanser (\$10.49*): Designed to remove makeup, SPF and excess oils without drying the skin. Compare to Youth to the People® Superfood Gentle Antioxidant Cleanser. ¹
- Glycolic Acid Purifying Cleanser (\$12.99*): Combines gentle cleansing with exfoliation and hydration. It conditions and softens skin, while helping smooth skin texture. Compare to SkinCeuticals Purifying Cleanser. ¹
- 2% BHA Liquid Exfoliant (\$11.99*): Formulated to unclog and reduce the appearance of pores. Compare to Paula's Choice Skin Perfecting 2% BHA Liquid Exfoliant. ¹
- Azelaic Acid Suspension 10% (\$8.99*): Formulated to improve skin radiance and minimize the look of uneven skin tone. Compare to The Ordinary Azelaic Acid Suspension Brightening Cream. ¹
- Moisturizing Facial Cream (\$12.99*): Designed to leave skin softer and smoother, providing immediate improvements to skin dryness and 24 hours of lightweight hydration. Compare to Kiehl's® Ultra Facial Cream. ¹
- Super Invisible SPF40 (\$14.99*): An antioxidant rich weightless sunscreen that provides UVA/UVB protection without leaving any white cast. Compare to Supergoop! Unseen Sunscreen SPF40. ¹
- Hydrating Lip Mask (\$9.99*): Designed with a nourishing formula, this lip mask helps to hydrate and lock in moisture. Compare to Laneige® Lip Sleeping Mask. ¹
- Watermelon AHA Mask (\$18.99*): Designed to help skin look visibly brighter and plumper. Compare to Glow Recipe® Watermelon Glow® AHA Night Treatment. ¹
- Body Butter Firming Cream (\$22.99*): Formulated as a fast-absorbing, ultra-nourishing, skin-softening cream helps to smooth and visibly tighten the appearance of skin.

Plus, discover new serums, all priced at just \$5.99* each:

- Collagen Serum (\$5.99*): Designed to boost skin's hydration, this collagen serum helps skin

feel plumper, moisturized & youthful.

- Hyaluronic Acid Serum (\$5.99*): Draws moisture into the skin for deeper hydration and reinforces the protective skin barrier.
- Vitamin C Serum (\$5.99*): Helps skin look brighter, smoother, and refreshed.
- Niacinamide Serum (\$5.99*): Helps reduce excess oil and signs of redness.

As a convenient destination, Walgreens is providing millions of its customers the opportunity to dive into its premium skin care line and experience both luxury and affordability. Shop online at www.walgreens.com and in select Walgreens stores. Stay tuned for even more new skin care products.

About Walgreens

Walgreens (www.walgreens.com) is included in the U.S. Retail Pharmacy and U.S. Healthcare segments of Walgreens Boots Alliance, Inc. (Nasdaq: WBA), an integrated healthcare, pharmacy and retail leader. True to its purpose of "more joyful lives through better health," Walgreens has a more than 120-year heritage of caring for communities and providing trusted pharmacy services, and today is playing a greater role as an independent partner of choice offering healthcare services that improve care, lower costs, and help patients. Operating nearly 9,000 retail locations across the U.S. and Puerto Rico, Walgreens is proud to serve nearly 9 million customers and patients daily. The company's pharmacists are playing a more critical role in healthcare than ever before, providing a wide range of pharmacy and healthcare services, including those that drive equitable access to care for some of the nation's most underserved populations. Walgreens offers customers and patients a true omnichannel experience, with fully integrated physical and digital platforms designed to deliver high-quality products and healthcare services. Within the U.S. Healthcare segment, Walgreens portfolio also includes businesses in primary care, multi-specialty, post-acute care, urgent care, specialty pharmacy services, population health and provider enablement.

**Online price at Walgreens.com. Pricing and selection may vary by in-store location.*

¹ This product is not manufactured or distributed by the company that owns the brand identified in the compare to statement. All trademarks are the property of their respective owners.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20240905194546/en/>

Kamara Turner
media@walgreens.com

[Walgreens News Hub](#)
[Walgreens LinkedIn](#)
[Walgreens Facebook](#)

Source: Walgreens