

fdd International



A decorative graphic consisting of four solid circles in yellow, light green, blue, and pink, arranged in a diagonal line from bottom-left to top-right. A thick pink wavy line starts from the bottom-left, loops around the blue circle, and continues to loop around the pink circle, ending in a small loop.

“Growing health and beauty brands through market leading distribution.”

FDD International is the leading distributor of international health & beauty brands into the UK retail market, and beyond.

We transform emerging brands into market leaders through our privileged status with volume retailers and exceptional sector expertise.

Whether it's launching a new product across multiple channels, or simply managing your UK key accounts, we are committed to delivering a best-in-class service through a dedicated team of talented people.

Since 1992 FDD International has been building enviable relationships with the UK's major health & beauty retailers and national distributors across the world.

- Top 50 Boots supplier and partner on their Beauty Finds @Boots programme
- Extensive penetration across Pharmacy, Grocery and Online Retailers
- Established partnerships with distributors in over 35 countries

TOP 50
Boots Supplier
and Partner

TOP 5
Beauty Supplier
to Amazon UK

But experienced does not mean traditional.

We are a vibrant young team with an appetite for growth and the energy to deliver.

- Top 5 beauty supplier to Amazon UK
- 33% of sales are now with online retailers
- Winner of multiple trade and consumer awards

Client needs always come first

We stay true to our roots as a niche specialist in health & beauty product distribution, where our client needs always come first.

- Bespoke service tailored to your exact requirements
- Partnership approach with every client, including NPD support
- Strategic partnerships with media and PR agencies, providing expertise across the marketing mix without diluting our core specialism



With FDD International support, our brand partners have reached some incredible goals.

The list is exhaustive, but here are a few highlights:

Platinum launch for RapidLash earned us 'Best in Class NPD Launch' at the Boot Supplier Awards, and 1 sold every 30 seconds during launch.



Real Techniques is now the #1 selling make-up brush range worldwide – largely driven by FDD distribution to UK retailers and extensive partnerships across Europe and Middle East.



In 3 years, we grew Kiss beauty accessories from 12 to 80 products, taking an unknown brand and making it a UK market leader.

FDD managed the full launch programme for US-based eyelash serum RapidLash®

Six years on, the brand is still the #1 selling lash serum in the UK:

- Launched in 1,300 Boots stores nationwide, creating a brand new category
- Won Best in Class NPD Launch at the Boots Supplier Awards
- PR and social media campaign generated nearly 10,000 Twitter followers
- Current market leader with over 350,000 units sold to date in the UK

350,000
units sold to date



FDD managed the full launch programme for The Breath Co., a premium dental brand that has since become category leader with Boots and Amazon:

- Launched in 1,000 Boots stores nationwide
- £2M advertising campaign including London buses and TV
- 10 minute feature on ITV's This Morning show with 14.5million viewers
- #1 selling premium mouthwash

14.5million
viewers on ITV



Sales and Marketing Director

Stuart Catton

Sales and Marketing Director

Nadia Peacock

Commercial Director

Daniel Silvester



FDD International Ltd

Block F
Ascot Business Park
Lyndhurst Road
Ascot
SL5 9FE

Tel

01344 878180

Email

enquiries@fddint.co.uk

Website

fddinternational.com

Follow us



fddInternational