

## Day Two is Here! Prime Day Savings and Discounts Continue on Everything You Need and Love

October 14, 2020



*Last chance for Prime Day savings until 23.59pm on Wednesday 14<sup>th</sup> October 2020*

*So far, millions of UK customers have bought from a small business during the lead up promotion and on day one of Prime Day 2020*

*Outside of electronics and devices, some of the best-selling categories on Prime Day so far include toys, games and puzzles, skin care and make-up as well as wine and spirits*

*During day two of Prime Day, look out for great deals across all categories including: save £94 on the [Philips Series 9000 Wet and Dry Men's Electric Shaver with SmartClean](#) now £155 (was £249), save £30 on the [L.O.L. Surprise! Bigger Surprise Winter Disco with Exclusive O.M.G. Doll \(Amazon Exclusive\)](#) now £59.99 (was £89.99) and save £60 on the [Ring Door View Cam](#) now £59 (was £119)*

**LONDON — 06.00am — 14 OCTOBER, 2020** —Prime Day 2020 continues, as Prime members find more deals globally than any Prime Day event before, including the most popular, beloved brands and must-have festive gifts across every category from toys, electronics, fashion, Amazon Devices and more. New lightning deals continue today with jaw-dropping prices. These offers could sell out quickly so be sure to come back throughout Prime Day. Anyone can shop and save this Prime Day by joining Prime at [amazon.co.uk/primeday](https://amazon.co.uk/primeday).

### **Support Small Businesses**

Prime members can support small businesses this Prime Day by shopping deals featured in the [Support Small Storefront](#), on [Amazon Handmade](#) and [Amazon Launchpad](#). During the lead up to Prime Day 2020 – Prime members who spent £10 with select small businesses selling in Amazon's stores earned £10 to spend on Prime Day, allowing members to support small businesses, whilst saving even more. In the UK, thousands of small businesses took part in the promotion, and so far, millions of UK customers have bought from a small business during the lead up promotion and on day one of Prime Day 2020.

"This has been a challenging time for small businesses. And so we are proud that Prime members have supported thousands of UK-based small businesses selling on Amazon during the lead-up to Prime Day and on day one. We are committed to making this the most successful Prime Day ever for small businesses and we look forward to sharing even more deals on day two of Prime Day 2020." Doug Gurr, Amazon UK Country Manager.

### **Day One Recap**

Day one has come and gone and Prime members appear to love Prime Day deals. Outside of electronics and devices, some of the best-selling

categories on Prime Day so far include toys, games and puzzles, skin care and make-up as well as wine and spirits. Family games like [Jenga](#), [Monopoly](#) and [Guess Who](#) were among the top selling products in the toys category along with things like crafting sets and kids technology including cameras and smart watches. Beauty sheet masks, fragrances like [Vera Wang Princess Eau De Toilette Fragrance for Women](#), beauty gift sets like [Sanctuary Spa Gift Set](#), along with [This Works Deep Sleep Pillow Spray: Natural Sleep Aid](#) were among the top selling products in the beauty category so far.

Most importantly is the success of small businesses selling on Prime Day. The top categories so far from third party selling partners in the UK, most of which are small and medium-sized businesses, were the home category including lighting and linens, electronics including headphones and wireless accessories and arts, crafts and school supplies. Among the top products on day one from these selling partners were the [Anker Soundcore Life P2 True Wireless Earbuds with Noise Reduction](#), [Alexa-enabled Govee Smart WiFi APP Controlled LED Strip Lights](#), [Posture Corrector for Men and Women for Clavicle Support by Gearari](#), [Candy Kittens Vegan Sweets Gift Box](#) and the [6-in-1 Take-Apart Construction Vehicles Excavators Truck Toy with Storage Box](#).

"Day one of Prime Day has been really exciting for us – before lunchtime we had already sold three times as many products as we would normally in a day. We are excited to reach even more people with our games and help them spend quality time laughing together." Hazel Reynolds, Founder of Gamely Games, Brighton.

"Today's deals are the lowest price of the year so far on our gin-making kits, so they are even better value than normal and would make great Christmas or Birthday gifts. Our sales on day one eclipsed a normal trading day, so it's been amazing to see so many people supporting small businesses like us on Prime Day." Scott MacDonald, Managing Director of Sandy Leaf Farm, London.

**Great savings available throughout the day on the 14<sup>th</sup> October include:**

	PREVIOUS AMAZON.CO.UK PRICE	PRIME DAY SALE PRICE	£ SAVING
<a href="#">Oral-B Pro 3 3000 Electric Rechargeable Toothbrush</a>	£50.00	£34.99	£15.01
<a href="#">Philips Series 9000 Wet and Dry Men's Electric Shaver with SmartClean</a>	£249.00	£155.00	£94.00
<a href="#">Aussie Blonde Hydration Purple Shampoo, Conditioner and Mask Set</a>	£18.92	£10.00	£8.92
<a href="#">Aviation American Gin, 700ml</a>	£28.00	£23.50	£4.50
<a href="#">Ultimate Ears Megablast Black</a>	£154.99	£94.99	£60.00
<a href="#">Sodastream Spirit Sparkling Water Maker</a>	£69.83	£49.99	£19.84
<a href="#">Samsung TV 75"</a>	£879.00	£786.50	£92.50
<a href="#">L.O.L. Surprise! Bigger Surprise Winter Disco with Exclusive O.M.G. Doll (Amazon Exclusive)</a>	£89.99	£59.99	£30.00
<a href="#">Real Techniques Everyday Essentials Makeup Brush Set</a>	£16.02	£10.99	£5.03
<a href="#">G XBOOM GO PL5 Bluetooth Speaker with Meridian Technology, Dual Action Bass, Dark Grey</a>	£129.00	£89.99	£39.01
<a href="#">Children's Bedroom Aeroplane Ceiling Lamp</a>	£27.99	£18.99	£9.00

<a href="#">Carissima Gold Women's 9 ct Yellow Gold Round Cubic Zirconia Stud Earrings</a>	£42.00	£29.40	£12.60
<a href="#">Ancestry DNA: Genetic Testing kit</a>	£89.00	£55.00	£34.00
<a href="#">Ring Floodlight Cam</a>	£249.00	£169.00	£80.00
<a href="#">Ring Door View Cam</a>	£119.00	£59.00	£60.00

Current selling prices correct as of 13/10/20.

New deals go live throughout 14th October so customers are advised to check back regularly.

Watch out for Deals Across Every Category, Including:

- **Fashion:** Customers can expect great deals on fashion brands and products with up to 45% off across menswear, womenswear and childrenswear, including up to 30% off denim brands: Wrangler, Lee and more, up to 30% off Puma shoes, up to 40% off Samsonite and American Tourister luggage and up to 30% off Fossil and Michael Kors smartwatches.
- **Amazon Brands:** Save up to 30% on selected styles from Amazon brands, including home and electronic products from AmazonBasics, beauty and personal care products from Solimo and nutrition and vitamins from Amfit.
- **Toys:** Save up to 30% on a wide selection of toys and games including LEGO, Barbie, L.O.L. Surprise, Playmobil and Monopoly. Save 25% on Osmo - Genius Kit for Fire Tablet, fun-filled & award winning learning games.
- **Consumer Electronics:** Save up to 30% on electronics including headphones and speakers from brands including Beats, Sony, Bose and Jabra, up to 30% on Samsung Smartphones and android tablets from Samsung, Lenovo, Huawei and Wacom, up to 25% on Canon cameras, up to 25% on ASUS Laptops and up to 20% on HP, Philips and Dell monitors.
- **Small Businesses:** Save up to 30% on select products from small businesses selling on Amazon.co.uk across a wide range of categories, from electronics to beauty products, homeware and gifts from brands including Naava, Orzly and Pets Purest.
- **Home and Kitchen:** Save on select home and kitchen items from much-loved brands, including up to 45% off Shark, Hoover, Gtech, Bissell and more, up to 40% off electric cookware from brands including Tefal, Ninja and Philips, up to 30% off cook & dine brands including Joseph Joseph, Le Creuset, Denby and OXO. Up to 40% off homeware brands including Brabantia, Curver and Thermos, up to 30% off smart lighting and home décor brands including Philips Hue, Yankee Candle and LIFX and up to 30% off select items by De'Longhi, Breville, Morphy Richards, Kitchen Aid and Kenwood.
- **Beauty:** Save up to 30% on premium beauty products from brands including Elemis, Elizabeth Arden and This Works. Save up to 50% on haircare by TIGI, L'Oreal and Faith in Nature. Save up to 40% on beauty gift sets from brands including Sanctuary Spa, L'Oreal Paris, Dove and TONI&GUY. Save up to 50% on Men's Grooming by ManCave, Calvin Klein, L'Oreal and more.
- **Personal Care Appliances:** Save up to 36% on Philips female hair removal, up to 75% on Oral-B, up to 69% on Philips Sonicare electric toothbrushes, up to 50% on male styling appliances from Philips, Braun, Wahl and more, up to 50% on hair care appliances from BaByliss, ghd and more, up to 40% on medical and massage from Omron, Philips, Biofreeze and more.
- **Baby:** Save up to 30% on baby products including up to 35% off Maxi-Cosi, Graco, Cosatto and other car seat brands, up to 30% off Tommee Tippee, NUK, Phillips and other feeding products, plus up to 30% off Tiny Love, Fisher-Price, Munchkin and other baby items.
- **Sports:** Save up to 30% on sports and outdoor clothing and accessories, 40% on Polar sports watches, 35% on Fitbit Versa 2, Inspire and Inspire HR and 30% on select Under Armour bestsellers.
- **Pets:** Save up to 30% on a selection of pet food, pet healthcare and other pet supplies.
- **Major Appliances:** Save up to 25% on laundry and refrigeration appliances including up to 25% off Samsung, AEG and Whirlpool. Save up to 25% on microwaves from brands including Toshiba and Panasonic.
- **Home Entertainment:** Save up to 20% on TVs from brands including Samsung, LG, Philips, Panasonic and more. Save up to 30% on home theatre projectors and soundbars from Epson, Bose, LG and more.
- **Video Games:** Save up to 25% on video games, consoles and gaming accessories with savings on items including Core GrafX Mini, FIFA 21 + FUT Points, SteelSeries accessories and more.
- **Beer, Wine & Spirits** - Save up to 25% on select spirits, including The Kraken Black Spiced Rum, Laphroaig Quarter Cask and Johnnie Walker Blue.
- **Grocery:** Save up to 30% on select grocery items from brands including Toblerone, Walkers, Celebrations, Doritos and Quaker Oats, Tassimo, L'OR, Starbucks Coffee and many more.
- **Home Improvement:** Save up to 30% on home improvement items from top brands including Bosch, HIVE, Flymo and many more.

- **Health & Personal Care:** Save up to 30% on household essentials from Finish, Dettol and Airwick and save up to 30% off health and personal care essentials from brands including Regaine, WaterWipes and Grenade.
- **PC:** Save up to 30% on Microsoft Surface, ASUS and Huawei laptops, up to 50% on Sandisk memory and storage, up to 40% on android tablets, up to 35% on mice and keyboards and up to 35% on HP, LG and other monitors.

#### Additional Deals Across Prime Day:

- **Amazon Devices:** Get great deals on Amazon Devices including on our most popular smart speaker, [Echo Dot \(3rd Gen\)](#), just £18.99. Plus, savings on [Fire TV Cube](#), for £69.99 (was £109.99), [Fire HD 10 tablet](#) for £89.99 (was £149.99) and [Fire 7 Kids Edition Tablet](#) for £54.99 (was £99.99). Save up to £60 on Echo Show devices - get the [Echo Show 5](#) for £39.99 (was £79.99) and [Echo Show 8](#) for £59.99 (was £119.99). Take Alexa on the road with £20 off [Echo Auto](#), now with Auto Mode in the Alexa App, just £29.99. Get the [eero mesh Wi-Fi router/extender](#) for £59.40 (was £99). Plus, find great deals on smart home bundles - including the [Ring Video Doorbell 3 Plus + Echo Show 5](#) for £129 (was £199), [Echo Dot \(3rd Gen\) + Amazon Smart Plug for £28.99](#), [Ring Alarm 5 Piece Kit + Ring Indoor Cam](#) for £169 (was £298) and [Echo Show 5 + Blink Mini](#) for £49.99 (was £114.98) and more.
- **Amazon Music:** For just £0.99, Prime members who haven't yet tried Amazon Music Unlimited can get four months of the premium streaming tier with unlimited access to more than 60 million songs ad-free, and now a wide selection of popular podcasts. With the purchase of select Amazon Echo devices on Prime Day, Prime members new to Amazon Music Unlimited can get six months free access to the premium music streaming tier now featuring podcasts.
- **Prime Video:** During Prime Day, Prime members can get more than 50% off on Prime Video Channels. A selection of add-on channels will be available for 99p per month for 3 months, including Starzplay, Discovery Channel, Acorn TV, HISTORY Play, Crime+Investigation Play and BFI Player. Prime members can also get up to 50% off great movies and TV shows to rent or buy through Prime Video (from 13<sup>th</sup> October) including *Trolls World Tour*, *Star Wars: The Rise of Skywalker* and *Sonic the Hedgehog*. A selection of great movies are also available to rent until 16<sup>th</sup> October from as little as £1.99 including *Venom*, *The High Note*, and *Ride Like a Girl*.
- **Audible:** During Prime Day, Prime members can enjoy 12 months of Audible annual membership for the price of eight. Terms and conditions apply.
- **Kindle Unlimited:** Prime members can enjoy three months of Kindle Unlimited for no additional charge if they subscribe by 23:59pm on 14<sup>th</sup> of October 2020. New Kindle Unlimited members only, deal terms and conditions apply. Available now.
- **Amazon First Reads:** During October, Prime members can choose two Kindle Books available on Amazon First Reads for no additional charge.

#### Ways to Shop this Prime Day:

Prime members have many convenient ways to shop and discover big savings and deep discounts this Prime Day.

- **Alexa Shopping:** Alexa makes it easy to find Prime Day deals. For select deals on devices, just ask, "Alexa, what are my Prime Day deals?"
- **Amazon App:** Prime members can shop anytime, anywhere with the [Amazon App](#) to ensure you never miss a Prime Day deal.
- **AmazonSmile:** Customers can generate donations with their Prime Day shopping, at no extra cost to them, by visiting [amazon.co.uk](#). They will find the exact same Amazon experience – amazing deals, wide selection and fast and free delivery options – with the added bonus that AmazonSmile will donate a portion of the purchase price of eligible purchases to the charity of their choice. AmazonSmile customers can shop AmazonSmile on the latest version of the Amazon app by opening the app and finding 'Settings' in the main menu ( ☰ ), tap on 'AmazonSmile' and follow the on-screen instructions to turn on AmazonSmile on their phone.
- **Treasure Truck:** With Treasure Truck, customers can discover hand-selected product offers at amazing prices. They can opt-in by texting 'TRUCK' to 65018 and will receive SMS notifications whenever there's something new to share. This Prime Day, those who act fast will find incredible limited-time deals on must-have items which could include anything from the latest electronics and trending kitchen gadgets to exclusive collectables (often with a great discount).
- **Amazon Hub:** Free for Prime members, customers also have the alternative, convenient option to pick up and return their Amazon packages through [Amazon Hub](#) a contactless, click and collect service.
- **Rewards for Prime members on Amazon Platinum and Classic Mastercards:** All eligible Prime members will get a £30 gift card when they apply and are approved for either the Amazon Platinum Mastercard or Amazon Classic Mastercard. With an Amazon Platinum Mastercard, customers can earn 3 points on every £2 spend on Amazon and 0.5 points for every £2 spend anywhere else.
- **Amazon Warehouse:** Members save an extra 20% on thousands of quality pre-owned and open box items for the kitchen, home, office, sports and outdoors, including major appliances, furniture, home décor and more. Visit [co.uk/amazonwarehouse](#)

Prime was designed to make our customers lives better every single day and was built on the foundation of unlimited fast delivery. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and more. Over 150 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video; unlimited access to over 2 million songs with Prime Music; access to Audible Channels for Prime; unlimited access to thousands of books and magazines with Prime Reading; unlimited photo storage with Amazon Photos; free in-game content and games with Prime Gaming; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more. Prime members (in select areas) can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with free, two-hour delivery windows on orders over £40 – from Amazon Fresh, Morrisons at Amazon, or [Prime Now](#), (available in select areas). Prime members benefit from as fast as same-day delivery for orders placed before 9pm in most areas. Amazon Business customers - from small businesses to large enterprises, as well as education, government and non-profit organizations - can also take advantage of Prime's fast, free shipping and exclusive business-relevant benefits with Business Prime, which starts at £40 per year excl. VAT as an add-on for customers with Amazon Prime on their personal account or £80 per year for up to three users at [amazon.co.uk/businessprime](https://amazon.co.uk/businessprime). University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at [amazon.co.uk/joinstudent](https://amazon.co.uk/joinstudent). Check if you're eligible for a free trial of Prime at [Amazon.co.uk/prime](https://amazon.co.uk/prime). New members can try Prime for 30 days for free. Prime membership costs £79.00 a year or £7.99 a month.

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