



Black Friday Is Here: Enjoy Epic Deals on Amazon.co.uk

November 27, 2020

LONDON – 00.01am - 27th November 2020 - Christmas shopping lists at the ready: the much anticipated annual global shopping event has arrived. Black Friday will run until 23.59pm tonight, with great deals on everything customers need to enjoy the festive season to be discovered at www.amazon.co.uk/blackfriday. New deals go live as often as every 5 minutes with great savings on everything from tech and sports to homeware and pet products, so customers should check back regularly to tick off those lists early.

Start with a Smile

Customers can make more of their Black Friday deals shopping by visiting smile.amazon.co.uk/blackfriday or use AmazonSmile in the Amazon App to support their favourite charities while they get their shopping done—they'll find the same amazing deals and Amazon shopping experience, with the added bonus that AmazonSmile will donate a portion of the purchase price of eligible products to a charity of their choice at no extra cost to the customer or charity.

Tune in to Black Friday Live

Don't forget to tune in to Black Friday Live, today at 6pm, 27th November to watch a #MoreThanaBox DJ Set with Marvin Humes to get in the mood for the weekend. The entertainment continues on Saturday with a Crafty Christmas Wax Melts Workshop with Amazon Handmade and Stacey Solomon. On Sunday 29th November, families will enjoy Magic & Mystery for All Ages with Stephen Mulhern and to complete the series of streamed events, gamers and football fans can watch a Footballing Head to Head with Fulham FC player Ruben Loftus Cheek and pro gamer Manny. Customers can join in by visiting Amazon.co.uk/blackfridaylive to watch for free through the entire holiday season.

Support Small this Black Friday

Shoppers looking to tick off their Christmas gift lists will have the chance to browse Black Friday deals from small businesses using a dedicated small business section on Amazon.co.uk/blackfriday. New for 2020, customers will be able to use the Small Business Gift Finder at www.amazon.co.uk/GiftsFromSmallBusinesses to browse present ideas from hundreds of small businesses, making finding the perfect gifts for friends and family members easier than ever.

Deals going live throughout the day on 27th November include:

ITEM NAME	PREVIOUS AMAZON.CO.UK PRICE	BLACK FRIDAY SALE PRICE	£ SAVING
Ninja Air Fryer Max 5.2 Litres, Grey and Black	£149.00	£89.99	£59.01
Bosch Cordless Hammer Drill UniversalImpact 18 v	£92.99	£58.99	£34.00
WAX LYRICAL Yummy Mummy Candle	£7.00	£4.99	£2.01
BERING Wall Clock	£71.28	£56.99	£14.29
Dodow - Sleep Aid Device	£49.90	£37.43	£12.47
National Geographic Play Sand Combo Pack - 3 Colours	£27.99	£20.99	£7.00

MyHeritage DNA Test Kit - Ancestry & Ethnicity Genetic Testing	£69.99	£43.00	£26.99
eufy [Boost IQ] RoboVac 11S MAX	£239.99	£179.99	£60.00
Philips Series 9000 Wet and Dry Men's Electric Shaver	£229.95	£155.00	£74.95
ghd Ultimate Styling Gift Set	£294.45	£174.99	£119.46
Oral-B Smart 6 Electric Toothbrush	£89.90	£54.99	£34.91
Wahl Beard Trimmer Aqua Blade 10-in-1 Hair Trimmer	£109.99	£71.99	£38.00
Braun IPL Silk Expert Pro 5	£336.00	£258.99	£77.01
BaByliss 2777U Big Hair Rotating Styler - 42 mm	£37.81	£24.99	£12.82
BaByliss Big Hair 50 mm Rotating Hot Air Styling Brush	£40.00	£31.99	£8.01
Shark Upright Vacuum Cleaner (NV602UKT) BLACK RED	£189.00	£139.99	£49.01
Bosch Cordless Hammer Drill UniversallImpact 18	£92.99	£58.99	£34.00
Cricut Maker Machine, Rose	£379.99	£315.00	£64.99
Samsonite Dream Rider Children's Luggage Purple (Pony Polly)	£49.00	£29.99	£19.01
Giant Toblerone 4.5kg Jumbo Bar	£56.25	£44.99	£11.26
Kraken Black Spiced Rum	£28.57	£22.20	£6.37
Beginners Cheese Making Kit - Make your own Goat, Mozzarella, Ricotta, Mascarpone, Burrata	£7.99	£5.99	£2.00
PROMiXX MiiXR X7 Smoothie Blender	£99.99	£69.99	£30.00
Beverly Hills Instant Facelift	£17.49	£13.12	£4.37
Panda The Topper Gel Infused Memory Foam (Hydro-Foam) Bamboo Mattress Topper	£117.99	£95.00	£22.99
Homeasy Food Processor, Meat Grinder Mini Chopper 2L	£27.99	£22.39	£5.60
Base yoga Acupressure mat	£19.99	£15.99	£4.00
Niré Beauty Contour, Concealing and Highlighting Make up Brush Set	£34.95	£27.95	£7.00
Loft 25 Bean Bag Gamer Chair	£59.97	£47.97	£12.00

Wax Lyrical Colony Candle	£24.37	£16.99	£7.38
Philips Lumea Prestige IPL	£325.00	£266.99	£58.01

Previous selling prices correct as of 25/11/20

Watch out for Black Friday Deals Across Every Category, Including:

- **Small Businesses:** Save up to 25% on deals from small and medium businesses including beauty products from Beverly Hills and Niré, and home essentials from Panda, Homeasy and Loft 25. Enjoy great Christmas gifts such as 25% off the Beginners Cheese Making Kit by Sandy Leaf Farm or the Performance Nutrition Smoothie Blender by PROMiXX.
- **Home and Kitchen:** Save up to 48% on home brands including Tom Dixon, Wax Lyrical and Bering, plus up to 25% on Tower Kitchen knife sets. Save up to 40% on vacuum cleaners from brands such as Shark, Hoover and Bissell as well Robotic vacuums from iRobot. Save up to 30% on a range of coffee machines from De'Longhi, Nespresso and Sage and save 25% on electric cookware including air fryers and slow cookers from Philips, Morphy Richards and Ninja.
- **Beauty:** Save up to 30% on premium beauty products from brands including Molton Brown, Elemis and Elizabeth Arden. Save up to 50% on beauty gift sets for women from brands including Cath Kidston, Dove, Sanctuary Spa, Baylis & Harding and Bomb Cosmetics, and gift sets for men from brands including Lynx, L'Oreal Men Expert and ManCave. Save up to 50% on fragrances for men and women from brands including Calvin Klein, Hugo Boss and Paco Rabanne.
- **Personal Care Appliances:** Save up to 36% on Philips Lumea Prestige IPL, up to 75% on Oral-B electric toothbrushes, up to 69% on Philips DiamondClean electric toothbrushes, up to 50% on male styling appliances from Philips, Braun, Wahl and hair care appliances from BaByliss, ghd, and more, up to 20% on medical and massage from Omron, Philips, Biofreeze and more, and up to 37% on water flossers from Waterpik and Panasonic.
- **Baby:** Save up to 35% on Maxi-Cosi, Graco and other car seat brands, up to 55% on feeding products from brands including Tommee Tippee, Medela and NUK, plus up to 30% on baby essentials from Bright Starts, Tiny Love and others.
- **Toys:** Save up to 30% on L.O.L. Surprise OMG Remix, VTech and Leapfrog including Kidizoom and Leapstart, OSMO educational toys, and a wide selection of games and puzzles including Jenga, Monopoly and Playmobil Toys.
- **Sports:** Save up to 30% on sports and outdoors clothing, up to 50% on outdoor backpacks and equipment, up to 30% on Fitbit Charge 4, Versa 2, Ace 2 and more, 27% on Bluefin exercise machines and vibration plates and up to 40% on Polar sports watches.
- **Pets:** Save up to 25% on pet food from Felix, Pedigree and Lily's Kitchen and up to 25% on pet healthcare products
- **Video Games:** Save up to 30% on video games, consoles and accessories including savings on FIFA 21, Turtle Beach and SteelSeries headsets, Crash Bandicoot 4 and many other titles.
- **Beer, Wine & Spirits:** Save big on beer, wine and spirits including 32% off The Kraken Spiced Rum, 1L and 35% off Laphroaig Quarter Cask.
- **Grocery:** Save up to 35% on Tassimo Kenco, L'OR and Costa Coffee, Lindt and Ferrero Chocolate, M&M's Chocolate Party Bulk Bag and Lavazza Coffee.
- **Home Improvement:** Save up to 30% on home improvement items from top brands including Bosch, Karcher, Tado and many more.
- **Health & Personal Care:** Save up to 30% on household essentials from Finish, Dettol and Airwick, up to 30% on nutrition products from Vitabiotics, Bulk and Macushield and up to 30% on health and personal care essentials from Durex and Clearblue.
- **PC:** Save up to 30% on home mesh Wifi and networking solutions, up to 25% on ASUS, HP, Microsoft and Huawei Laptops, up to 35% on SanDisk memory & storage, up to 20% on WD storage, up to 20% on PC monitors from Samsung, LG, HP and more, and up to 15% on Samsung, Lenovo and Huawei Tablets.
- **Consumer Electronics:** Save up to 30% on Beats headphones, up to 30% on Wonderboom speakers, up to 15% on GoPro cameras and up to £50 on Sony Vlog cameras.
- **Amazon Brands:** Save up to 25% on home accessories, kitchen products and electronics from brands including AmazonBasics, Umi and EONO. Save up 25% on office supplies and up to 25% on Amazon furniture brands such as Movian, Rivet and Save up to 25% on grocery essentials from Happy Belly, beauty products from Belei and find beauty, pet food products by Lifelong and more.

Additional Deals Across Black Friday:

- **Amazon Devices:** Get great deals on Amazon Devices including our brand new [Fire TV Stick Lite](#), for just £19.99 as well as the [Fire TV Cube](#), for £69.99 (was £109.99), [Fire HD 10 Kids Edition Tablet](#) for £139.99 (was £199.99). Take Alexa on

the road with £20 off [Echo Auto](#), now with Auto Mode in the Alexa App, just £29.99 or let Alexa motivate you on your next run with [Echo Buds](#), now £99.99, with updated fitness features. Finally get internet connection to every corner of your home with the [Amazon eero mesh Wi-Fi system | 3-pack](#) for £149.40 (was £249) or Drop In on friends and family with [Echo Show 5](#), now £39.99 (was £79.99) and more.

- **Amazon Music:** For a limited time, new Amazon Music Unlimited customers can get three months of the premium streaming tier free, to enjoy unlimited access to more than 70 million songs, ad-free and a wide selection of popular podcasts. Current Amazon Music Unlimited subscribers can upgrade to the Family Plan free for three months, with access for up to six accounts for a limited time. For a limited time, with the purchase of select Echo devices, new Amazon Music Unlimited customers will receive six months of the premium, ad-free streaming tier for free.
- **Prime Video:** Amazon customers can get up to 50% off great movies and TV shows to rent or buy through Prime Video from 27th November including *Trolls World Tour*, *Bohemian Rhapsody* and *Game Of Thrones*. For Prime members, an additional selection of great movies are also available to rent from as little as £1.99, including *The Secret: Dare to Dream*, *The Greatest Showman* and *Titanic*.
- **Audible:** Until 28th December, customers will be able to download and listen to four of Audible's top picks of 2020 for free. Amazon account and payment details are required.
- **Kindle Unlimited:** Available now, new subscribers can enjoy two months of Kindle Unlimited for free, accessing over 1 million titles and selected magazine subscriptions, if they join by 30th Deal terms and conditions apply.

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