



Prime Day is Live: Shop Deals For Everything from Beauty to Kitchen and Everyday Essentials to Gaming

July 12, 2022



Prime Day runs until 23.59pm on 13th July

New epic deals launching throughout the day so check back often

Amazon offers its lowest price ever on a selection of Fire TV, Kindle and Echo devices

Double the smiles with double donations - throughout the Prime Day event AmazonSmile will double the donation amount made to charity

LONDON — 00.01am, 12th July 2022 — Prime Day is here and runs until 23.59pm on 13th July, with millions of deals available globally. Prime Day 2022 will feature jaw-dropping deals on top-tier brands, categories, and products running from 00.01am on 12th July. Deals could sell out fast so customers should check back frequently to find new deals launching throughout the full 48 hours of Prime Day.

Not a Prime member yet or want to learn more? Amazon Prime membership includes exclusive savings, convenience, quality digital entertainment and more, for just £7.99 per month or £79 per year, but customers yet to experience Prime can start a free 30-day trial at amazon.co.uk/prime to participate in Prime Day.

Donate with AmazonSmile

Throughout the entire 48-hour Prime Day event, all eligible purchases made with AmazonSmile will generate a double donation of 1% (typically 0.5%) of the net purchase price to a customer's chosen charity. Full T&Cs can be found [here](#).

Support Small this Prime Day

Customers can save up to 40% on selected products labelled with the Small Business Badge across a wide range of categories from electronics, beauty & health products, homeware, and gifts. For more information about the Small Business Badge and to shop curated collections for Prime Day, visit amazon.co.uk/supportsmall.

Deals going live on 12th July include:

ITEM NAME	PREVIOUS AMAZON.CO.UK PRICE	PRIME DAY SALE PRICE	£ SAVING
Echo Dot (3rd Gen)	£39.99	£16.99	£23.00
Echo Dot (4th Gen) Kids	£49.99	£24.99	£25.00
Kindle Black (with ads)	£69.99	£34.99	£35.00
Fire TV Stick 4K	£49.99	£22.99	£27.00
Fire TV Stick	£39.99	£17.99	£22.00

Fire HD 8	£89.99	£34.99	£55.00
Ring Stick Up Cam Battery White + Echo Show 5	£164.89	£59.99	£104.99
Philips Sonicare Power Electric Toothbrush 9900	£299.99	£239.99	£60.00
Shark Cordless Vacuum Cleaner	£229.99	£189.99	£40.00
Fitbit Sense Advanced Smartwatch	£299.99	£169.99	£130.00
Philips Lumea IPL Prestige, 2 Attachments - Hair Removal Device (BRI944/00)	£399.00	279.99	£119.01
CeraVe - SA Smoothing Cleanser for Dry, Rough and Uneven Skin	£9.26	£7.00	£2.26
iRobot® Roomba® i7+	£799.99	£579.00	£220.99
JVC Fire TV 40" Smart Full HD LED TV	£299.99	£199.00	£100.99
Simba Hybrid Mattress	£1,149.00	£631.95	£517.05
WaterWipes Original Biodegradable Baby Wipes	£39.91	£27.00	£12.91
Beat That! - The Bonkers Battle of Wacky Challenges	£24.99	£17.49	£7.50
Logitech G29 Driving Force Racing Wheel and Floor Pedals	£299.00	£169.99	£129.01
Starbucks Coffee Pods Variety Pack, Nespresso Compatible, 8 x 10 Capsules	£25.20	£18.99	£6.21
Sage Barista Express Espresso Machine	£629.95	£406.99	£222.96
Kraken Spiced Rum	£33.50	£23.45	£10.05
Nestle The Big Biscuit Box	£17.98	£13.74	£4.24
Ninja Foodi MAX Multi-Cooker	£229.99	£199.00	£30.99
Panasonic EH-HS0E nanoe Hair Straightener	£199.99	£88.49	£31.50
Under Armour	£17.95	£11.00	£6.95
Swarovski Symbolic bracelet, Infinity, evil eye and horseshoe, Blue, Rose-gold tone plated	£85.00	£66.00	£19.00
Tommy Hilfiger Men's Analog Quartz Watch with Silicone Strap	£175.00	£77.00	£98.00
Michael Kors Women's Analog Quartz Watch with Stainless Steel Strap	£120.58	£84.41	£36.17

Furbo Dog Camera	£178.33	£129.00	£49.33
Ninja Foodi MAX Multi-Cooker	£229.99	£179.99	£50.00
Massage Gun, RENPHO Massage Gun	£104.99	£73.49	£31.50
Schwinn Surge Adult Mountain Bike	£219.99	£153.99	£66.00
23andMe Health + Ancestry Service	£149.00	£73.99	£75.01

Previous selling price correct as of 11/07/22

ENTERTAINMENT:

- **Amazon Devices:** Save up to 60% on Echo devices, including Echo Dot (3rd Gen) (£16.99), Echo Dot (4th Gen) Kids (£24.99); up to 57% on Fire TV including Fire TV Stick (£17.99) and Fire TV Stick 4K (£22.99); up to 60% on Fire tablets including Fire HD 10 (£79.99) and Fire HD 8 Kids (£59.99); up to 33% on Ring devices, including Ring Video Doorbell (£59.99) and Ring Alarm (£149.99); £35 on Kindle (Starting at £34.99) and £45 on Kindle Paperwhite (Starting at £84.99); Up to 50% on Blink devices including Blink Outdoor Camera (£44.99) and Blink Video Doorbell (£34.99) and 40% on eero Pro 6 (starting at £124.99).
- **Try Amazon Music Unlimited:** Prime members who haven't yet tried Amazon Music Unlimited can get four months free – with 90 million songs ad-free and in HD, plus millions of podcast episodes. In addition, with the purchase of select Amazon Echo devices, Prime members new to Amazon Music Unlimited can get six months free. Both offers are available starting 21st June and ending 13th July.
- **Prime Video:** From 22nd June, Prime members can get up to 60% off great movies and TV shows to rent or buy through Prime Video including *Spider-Man: No Way Home*, *Paw Patrol: The Movie*, *Venom: Let There Be Carnage*, *Last Night in Soho*, *9-1-1: Season 4* and *Yellowstone: Season 2*. A broad selection of popular new movies are also available to rent from as little as £1.99 including *Uncharted*, *Top Gun*, *Sing 2*, *Scream*, *Belfast* and classics such as *The Truman Show* and
- **Kindle Unlimited** – Prime members can enjoy three months of Kindle Unlimited for no extra charge. Membership includes millions of titles, selected magazines, and thousands of audiobooks. Deal terms and conditions apply.
- **Audible:** Prime members can try Audible free for three months. The three-month free trial includes unlimited listening to thousands of select Audible Originals, audiobooks, and podcasts. Offer available until 14 July 10am BST. Deal terms and conditions apply.
- **Get More Than 30 Games with Prime:** Prime members can download over 30 PC games from Prime Gaming as part of your Prime membership like *Mass Effect Legendary Edition*, which includes the award-winning *Mass Effect* trilogy, *GRID™ Legends*, *Need for Speed™ Heat*, and *Star Wars™ Jedi Academy™*. Through 13th July, go claim more than 25 indie games instantly, including PC games from Curve Games, HandyGames, SNK, and more. Visit gaming.amazon.com for more details and a full list of available games.
- **Amazon First Reads:** During July, Prime members can choose two Kindle Books available on Amazon First Reads for no additional charge.

CATEGORY DEALS:

- **Automotive:** Save up to 30% on Automotive brands including Noco, Autoglym, Glart, Meguiar's and Muc-Off.
- **Baby:** Save up to 60% on Feeding Equipment including Tommee Tippee, Phillips and NUK, up to 40% on Monitors & Nursery Décor from Hubble, Nanit and Chicco and up to 35% on Car Seats & Strollers including Maxi-Cosi, Recaro and Baby Jogger.
- **Beauty:** Save up to 60% on Skincare including Olay, Neutrogena and Burt's Bees, up to 50% on Haircare including Aussie, TIGI & Redken and up to 35% on Premium Beauty from ELEMIS, Urban Decay & Elizabeth Arden.
- **Beer, Wine & Spirits:** Save up to 45% on beer, wine and spirits across brands including Talisker, Absolut, the Glenlivet, Tarquin and more.
- **Electronics:** Save up to 50% on select headphones from Beats, Sony, and JBL; 35% on smartphones and wearables from Apple, Samsung, Garmin, Xiaomi and more; 30% on e-bikes, Segways, scooters, and select PC devices; up to 30% on

cameras, drones, action cameras, printers and accessories from DJI, Sony, Nikon, and more.

- **Furniture:** Save up to 30% on Silentnight mattresses, office, living room and children's furniture.
- **Garden:** Save up to 30% on garden products including Keter, Spear & Jackson and Lazy Spa.
- **Grocery:** Save up to 35% on coffee from brands including L'OR, Tassimo, Lavazza, Starbucks and Solimo Coffee. Save up to 40% on Trek, Nakd, and KIND snacks. Save up to 35% on soft drinks from brands Robinsons, Vita Coco, Fiji Water and Dash Water.
- **Home Improvement:** Save up to 30% on home improvement brands including Bosch, Karcher and Arlo.
- **Health & Personal Care:** Save up to 30% on household essentials from Flash, Finish and Dettol, up to 30% on nutrition products from Vitabiotics, Optimum and SlimFast and up to 30% on health and personal care essentials from WaterWipes, Durex and Gillette.
- **Home:** Save up to 30% on a selection of cookware and bakeware including Le Creuset and Tefal, up to 30% on Silentnight and Sleepdown duvets, pillows and toppers, up to 30% on Joseph and Joseph, Brabantia, Vileda, Philips, Yankee Candle, and more.
- **Kitchen:** Save up to 30% on selected floorcare brands including Shark, Vax and Hoover as well as a broad range of kitchen appliances from Ninja, Tefal, Tower, Panasonic and more.
- **Video Games:** Save up to 30% on Video games, accessories, and consoles from Nintendo, Xbox, Oculus, Sony, Ubisoft, Electronic Arts, and more. Up to 50% on video game downloads.
- **Major Appliances:** Save up to 30% on large appliances from brands including Bosch, Candy, and Samsung. Save up to 30% on small kitchen appliances, including Panasonic and Toshiba.
- **Personal Care Appliances:** Save up to 60% on Philips Lumea Prestige IPL products, up to 70% on Oral-B electric toothbrushes and up to 65% on Philips Sonicare electric toothbrushes. Save up to 50% on male styling appliances from Philips, Braun, Wahl and more, up to 30% on ghd and Remington, up to 35% on medical and massage devices from Omron, Revitive, and Braun and up to 35% on water flossers from Waterpik and Panasonic.
- **Pets:** Save up to 25% on pet food from Felix and Lily's Kitchen, up to 30% on pet healthcare from Frontline and Lintbells YuMOVE and up to 35% on pet supplies.
- **Sports:** Save up to 30% on an extensive variety of sporting goods including Fitbit activity trackers, bikes, cycling equipment and camping products. Save up to 30% on sports apparel from a broad range of brands including Puma, Under Armour and Speedo.
- **Toys:** Save up to 30% off toy brands including LEGO, Barbie, Hot Wheels and more.
- **Amazon Fashion:** Customers can shop product edits from their favourite influencers and brands like Hugo Boss, Wrangler, G-Star, Puma, Lee, Vans, Swarovski, Iris & Lilly, Amazon Essentials, and The Drop – all up to 30% off.
- **Amazon Brands:** Save up to 20% off on select styles from Amazon brands, including home, electronic, and sports essentials from Amazon Basics, Umi, and Eono; furniture products for every room from Alkove, Rivet, and Movian; every day essentials such as coffee, nuts; and beauty products from byAmazon, Amazon Basic Care, and Amazon Aware.

More Opportunities to Join Prime

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video, ad-free listening of 2 million songs plus thousands of stations and playlists with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast delivery at no extra cost. 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. Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with two-hour delivery windows on orders over £40 included with Prime – from Amazon Fresh and Morrisons at Amazon. Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. 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 in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at 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.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.co.uk/about and follow @AmazonNewsUK.

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For further information please contact:
Amazon UK Press Office

Email: pressoffice@amazon.co.uk

The Academy PR

Email: AmazonConsumer@theacademypr.com

For press imagery please visit: amazon.co.uk/pr