

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

KATHERINE HEIGL,

Plaintiff,

v.

DUANE READE, INC.,

**JUDGE RAMOS** Defendant.

14 CV 2502

Civ. \_\_\_\_\_

COMPLAINT

JURY TRIAL DEMANDED

APR 09 2014  
U.S.D.C. S.D. N.Y.

Plaintiff Katherine Heigl, by her attorneys Ballard Spahr LLP, for her complaint in this action against Defendant Duane Reade, Inc., alleges as follows:

**NATURE OF THE ACTION**

1. The actress Katherine Heigl, who has starred in the television series *Grey's Anatomy* and in films including *27 Dresses* and *The Ugly Truth*, was recently photographed without her consent by *paparazzi* in New York City leaving a Duane Reade pharmacy. Duane Reade then misused and misappropriated the photograph for its own commercial advertising, distributing the photo with Duane Reade's own promotional slogans on its *Twitter* and *Facebook* accounts, all without Ms. Heigl's knowledge or approval. Duane Reade has ignored a written demand that it stop this unlawful activity, and brazenly continues to exploit Ms. Heigl's image for commercial gain, despite her strenuous objection.

2. For its continuing willful violation of the law, Duane Reade is liable for not less than \$6 million in compensatory and punitive or treble damages. While the harm to Ms. Heigl is substantial, she intends to donate all monies recovered in this lawsuit to a charitable foundation, the Jason Debus Heigl Foundation. The Foundation focuses on animal welfare through animal relocation, humane education, grant giving, and training for companion animals.

3. Duane Reade's actions make it liable for (i) violation of the Lanham Act, 15 U.S.C. § 1051 *et seq.*; (ii) violation of Plaintiff's right of privacy and publicity under Sections 50 and 51 of the New York Civil Rights Law; and (iii) unfair competition under New York law. Each of these claims arises from Duane Reade's unauthorized use, done knowingly and willfully, of Ms. Heigl's name, picture, image, and likeness for commercial advertising and other trade purposes within New York State and elsewhere.

### **THE PARTIES**

4. As set forth further below, Plaintiff Katherine Heigl ("Plaintiff") is a major motion picture and television actress, celebrity, producer and philanthropist, whose persona has substantial financial and other value. She is a citizen of the State of Utah.

5. Defendant Duane Reade, Inc. ("Defendant" or "Duane Reade") is a Delaware corporation with its principal place of business in New York City at 40 Wall Street, New York, New York 10005. On information and belief, Defendant is a leading retail pharmacy chain in New York State and the New York City tri-state area in terms of number of locations, customer base, and amount of revenue. Defendant heavily advertises itself, its products and its services widely in all media, including via the Internet and social media, using, for example, Facebook and Twitter to reach millions of customers.

### **JURISDICTION AND VENUE**

6. The Court has subject matter jurisdiction over this action pursuant to 15 U.S.C. § 1121 (actions arising under the Federal Trademark Act), 28 U.S.C. § 1331 (federal question), 28 U.S.C. § 1338 (civil action arising under statutory trademark law and related unfair competition claims), and under 28 U.S.C. § 1332(a) (diversity) because the amount in controversy exceeds \$75,000 (exclusive of interest and costs) and the dispute is between citizens

of different states. Jurisdiction exists over the state law claims pursuant to 28 U.S.C. § 1367(a) (supplemental jurisdiction).

7. This Court has jurisdiction over Defendant because Defendant is, and at all times relevant to this action has been, doing business in the State of New York, having continuous and systematic business contacts with New York carried out with a fair measure of permanence and continuity here. In particular, Defendant's business headquarters and principal place of business are located in New York City, and Defendant is registered with the New York Department of State, Division of Corporations, to do business in New York State.

8. Venue is proper in the Southern District of New York pursuant to 28 U.S.C. § 1391(b) and (c) because Defendant resides in this District, being subject to personal jurisdiction here, and because a substantial part of the events giving rise to Plaintiff's claims in this action occurred in this District.

### **FACTS**

#### **Katherine Heigl's Creation, Use and Promotion of Her Valuable Professional Persona**

9. Plaintiff is a highly successful television and motion picture actress, producer and celebrity. She has starred in the major motion pictures *27 Dresses*, *The Ugly Truth*, *Knocked Up*, *Life As We Know It*, and *New Year's Eve*, among others. According to the film industry web-site [www.boxofficemojo.com](http://www.boxofficemojo.com), Plaintiff's films have grossed over one billion dollars worldwide. Plaintiff also has appeared in numerous television programs and series, starring in the highly successful long-running television series, *Grey's Anatomy*, for which Plaintiff received a Primetime Emmy Award for Outstanding Supporting Actress in a Drama Series for her role as the character Dr. Izzie Stevens. Plaintiff was a member of the *Grey's Anatomy* cast that received the Screen Actors Guild Award for Outstanding Performance by an

Ensemble in a Drama Series, and has twice been nominated for a Golden Globe Award. Plaintiff recently completed filming three motion pictures that will be released in 2014 and 2015 and has been in New York City during the period her likeness was misappropriated by Defendant while starring in a one-hour pilot for NBC. Plaintiff continues to be in high demand in the entertainment industry.

10. In addition to her celebrity in the entertainment world, Plaintiff is a founder of, and grants selected use of her name and likeness to, the non-profit Jason Debus Heigl Foundation (the “Foundation”). The Foundation maintains a website at [www.jasonheiglfoundation.org](http://www.jasonheiglfoundation.org).

11. As a consequence of her work in the entertainment and philanthropic worlds, Plaintiff is a highly recognized celebrity. Plaintiff maintains a Twitter account with over 754,000 followers (@KatieHeigl). A recent search for “Katherine Heigl” on the Google search engine returned over 3.2 million results.

12. Plaintiff’s picture, image and likeness enjoy wide-spread recognition and monetary value. To prevent any diminution of that value, Plaintiff has carefully and deliberately protected her valuable professional name, picture, image, likeness, and persona -- that is, her legally-recognized right of privacy and publicity -- from exploitation through unauthorized commercial advertising. Accordingly, when Plaintiff chooses to endorse a product or service, she is highly selective and well compensated.

13. Furthermore, in connection with the Foundation, Plaintiff carefully authorizes and controls the use of her name, picture, image and likeness for charitable fundraising purposes and other activities of the Foundation.

14. Plaintiff was never approached by and did not authorize Defendant to license or use Plaintiff's name, picture or image for any purpose, including commercial advertising, sponsorship or endorsement.

**Duane Reade's Use of Social Media For Its Advertising in New York and Elsewhere**

15. Duane Reade engages in commercial advertising of its company, goods, and services using social media sites, including Facebook, Twitter, Pinterest, and others.

16. Defendant's Twitter account can be found at [www.twitter.com](http://www.twitter.com), with the user name @DuaneReade. A printout of its Twitter home page created on March 31, 2014 is attached hereto as Exhibit A. It is 36 pages and includes Defendant's commercial advertising postings ("Tweets") going back to March 14, 2014. Defendant's Twitter account has 2.02 million followers, and states in the identification headline that "Duane Reade is the largest and most recognized drugstore chain in the New York Metropolitan area serving customers since 1960." As of April 1, 2014, Defendant has tweeted advertising messages to its two-million-plus followers over 19,900 times. (Ex. A, p. 1).

17. Defendant links its Internet and social media sites to maximize the commercial advertising impact of Defendant's Internet marketing program. Defendant's Twitter account includes a link to Defendant's Facebook account, found at [facebook.com/duanereade](http://facebook.com/duanereade). Defendant's home page on the Internet, found at [www.duanereade.com](http://www.duanereade.com), includes prominent graphical links to Facebook, Twitter, Pinterest, and other sites under the banner headline "Get Social with Duane Reade."

18. The purpose of Defendant's social media activities is commercial advertising aimed at attracting customers and revenue, especially social media savvy customers

in the coveted young adult demographics. As a finalist for an advertising industry “Shorty Award” (<http://industry.shortyawards.com>), Duane Reade boasted that its online “Get Social with Duane Reade” campaign is intended to “drive awareness, engagement and increase sales at all retail stores using digital marketing strategies,” and that its social media presence “[a]chieved 4 billion+ impressions across the social web. This is huge especially for a regional drugstore chain. To achieve the same number of impressions in USA Today, an ad spend of 2,249 full-page ads priced at over \$467 Million would be necessary.” Duane Reade also boasts that “DR is now the most widely followed drugstore in the world, dominating the social media landscape and stealing the voice from their national competitors.”

19. Defendant’s Tweets predominantly promote commercial advertisements for a wide range of its products and services. For example, on March 14, 2014, Defendant tweeted “*Crunch, crunch Munch! It’s National Potato Chip Day! Enjoy!*” followed by a link to an advertisement for Defendant’s own “DeLish” label food product. (Ex. A, p. 35). In another representative commercial advertisement Tweet on March 17, 2014, Defendant tweeted “*Experience the best of beauty from around the world at #DuaneReade LOOK Boutique March 17-21 See flyer for info,*” with a link to an advertisement for beauty products. (Ex. A, p. 31).

20. Defendant’s Twitter page typically relies on short text tweets, followed by hyperlinks to full page photographic advertisements for products and services. Defendant’s calculated social media advertising methods only occasionally use large photographs immediately visible along with a tweet to make an extra impression upon consumers. Such photos typically include pictures of Defendant’s products accompanied by links to product ads, such as Duane Reade food products (Ex. A, pp. 17, 19, 20), other products sold by Duane Reade (Ex. A, p. 27), and Duane Reade store premises (Ex. A, p. 22).

**Defendant's Actions in Violation of Plaintiff's Valuable Rights**

21. On or about March 18, 2014, Defendant posted a Tweet accompanied by a large and prominently displayed photograph of Plaintiff, stating "*Love a quick #DuaneReade run? Even @KatieHeigl can't resist shopping #NYC's favorite drugstore.*" (Ex. A, p. 25-26).

22. Clicking on the Plaintiff's featured photograph in the March 18, 2014 Tweet automatically expands to a full size photograph of Plaintiff, with the same Tweet text, attached hereto as Exhibit B (the "Heigl Photograph").

23. On or about March 18, 2014, Defendant posted the Heigl Photograph on Defendant's Facebook page, under the "Photo Album" section with the heading "Duane Reade's Photos · Duane Reade's Page." The Facebook posting included a new and revised text, making it clear that @KatieHeigl was indeed the famous actress Katherine Heigl, and highlighting that Defendant's false advertising message -- that Plaintiff endorses Duane Reade -- was the sole reason for Duane Reade to prominently feature the photograph. Capitalizing on their original unauthorized Tweet to maximum advantage on their Facebook page, Defendant changed "favorite drugstore" to "most convenient drugstore" to drive home the commercial message: "*Don't you just love a quick #DuaneReade run? Even Katherine Heigl can't resist shopping at #NYC's most convenient drugstore!*" Copies of the Facebook text and Heigl Photograph posting are attached hereto as Exhibit C.

24. The Heigl Photograph is a typical "Paparazzi" shot, depicting Plaintiff walking on the street in New York City, in a private moment looking away from the camera, apparently exiting a Duane Reade location and carrying Duane Reade shopping bags. The photograph posted on the Twitter home page shows Plaintiff from the waist up. The Heigl Photograph accessed via links on Twitter and Facebook shows a full length image of Plaintiff.



25. The Heigl Photograph's lower right corner includes a logo "Just Jared," and the Facebook posting (Ex. C) references the source of the Heigl Photograph to the website "Just Jared," as follows: *"Image via: justjared.com/photo-gallery/3073133/katherine-heigl-signs-with-wmeleaves-cao/02."*

26. On information and belief, Just Jared is a celebrity news website specializing in so-called Paparazzi photographs of celebrities in candid moments. The website [www.justjared.com](http://www.justjared.com) includes the Heigl Photograph, and several others taken the same moment (including a photo of Nancy Heigl), as part of a news story dated March 17, 2014, entitled "Katherine Heigl Signs With WME After Leaving Creative Artists Agency." A copy of the Just Jared news article and photographs is attached hereto as Exhibit D. Clicking on the Just Jared photos leads to a full size version of the Heigl Photograph, attached hereto as Exhibit E.

27. On information and belief, Defendant obtained a Paparazzi photograph originally published by Just Jared as part of Just Jared's news reporting on Katherine Heigl's career, and Defendant misappropriated and purloined the photograph for use completely unrelated to its original news context, by stripping the photo of its original editorial context. Defendant's actions involved multiple uses on multiple Internet websites, and constituted an unauthorized publication for commercial advertisement and "endorsement" by Plaintiff of Duane Reade.

28. Duane Reade's Facebook page "Photo Album" link directs viewers to a collection of photographs that include product and merchandise depictions. This page featured Plaintiff, very prominently, as the only celebrity among product and other photos. This use and depiction was calculated to attract consumers to the Duane Reade brand by falsely implying that



Plaintiff endorses Defendant. A copy of Defendant's Facebook Photo Album page showing this prominent use of Plaintiff's image is attached hereto as Exhibit F.

29. On information and belief, Duane Reade's Twitter account normally includes only occasional Duane Reade products or store premises photographs displayed as the user scrolls through the Tweet postings. But among recent photographs, Plaintiff's image stands out as the only celebrity image, thereby designed to exploit Plaintiff's image to suggest false cachet for Defendant's Twitter page and imply falsely that Plaintiff endorses Defendant. On information and belief, Defendant has singled out Plaintiff simply because she happened to be a customer on one occasion at a Duane Reade store, and a photograph of that occasion happened to be included in reporting on entertainment-industry news.

30. Use of Plaintiff's image under these circumstances improperly exploited Plaintiff's name and likeness, as a celebrity, for Defendant's commercial advertising and purposes of trade, without authorization. Such use was done knowingly and willfully, as evidenced by Defendant's manipulation of and changes to the Duane Reade advertising messages in the captions, after Defendant had intentionally stripped out all evidence of the original news context to the Heigl Photograph.

31. Indeed, Duane Reade's infringing and illegal acts required multiple, discrete steps, including, on information and belief, (i) purloining and misappropriating the Heigl Photograph from the Just Jared entertainment news web-site; (ii) eliminating all news reporting aspects of the original posting; (iii) then posting the Heigl Photograph on Twitter with a text advertisement for Defendant, including a link to the full size Heigl Photograph; and (iv) finally, posting the Heigl Photograph on Facebook on Defendant's Photo Album with a revised and

improved advertising message, and again omitting any news reporting aspects of the original use of the photograph of Plaintiff.

32. Defendant's actions were at all times intentional and knowing and in bad faith. At no time did Defendant seek or obtain any authorization from Plaintiff for Defendant's use of the Heigl Photograph. Defendant has improperly sought to transform news photography into unauthorized commercial advertising and endorsements for its own benefit.

33. On or about March 19, 2014, Plaintiff's counsel sent a cease and desist letter to Defendant, demanding that Defendant cease its illegal acts and respond immediately. Defendant ignored Plaintiff's demands.

**FIRST CLAIM**  
**(Section 43(a) of the Lanham Act)**

34. Plaintiff repeats, realleges, and incorporates by reference the allegations of paragraphs 1 through 33 above as if fully set forth herein.

35. Defendant has in commerce made a false or misleading representation of fact in connection with goods or services that is likely to cause consumer confusion as to the origin, sponsorship, or approval of the goods or services.

36. Defendant's commercial advertising campaigns on the Internet and in social media are aimed and occur across state lines in the New York metropolitan area, including New York, New Jersey, Connecticut, and via the Internet to all fifty states and internationally.

37. Plaintiff has not authorized Defendant to use her valuable name, picture, image, or likeness.

38. Defendant's use of Plaintiff's name, picture, image, and likeness falsely implies that Plaintiff sponsors, endorses, or is affiliated with Defendant's goods and services and

is likely to cause consumer confusion, and therefore constitutes false advertising and unfair competition.

39. Defendant's acts have been willful, knowing, deliberate, and intended to benefit Defendant at Plaintiff's expense.

40. As a direct and proximate result of Defendant's unlawful acts, Plaintiff has been, and continues to be, damaged. Plaintiff has suffered economic and reputational injury flowing directly from Defendant's unlawful acts, including reputational injury resulting from false endorsement of Defendant's services and products which deprived Plaintiff of her valuable right to select what endorsements to grant, including and how those endorsements are presented to and perceived by the public, as evidenced by comments on Defendant's Twitter page and elsewhere, all of which directly damage Plaintiff's ability to control and negotiate endorsement agreements and her valuable rights.

41. Plaintiff is entitled to recover from Defendant compensatory damages, Defendant's profits resulting from its unlawful conduct, treble damages and reasonable attorney fees and costs in such amounts to be determined at trial.

42. Furthermore, Plaintiff has no adequate remedy at law to compensate her fully for the injury caused by Defendant's unlawful acts and which would be caused by any further infringement of Plaintiff's rights. Accordingly, the Court should enjoin Defendant from committing future unlawful acts and infringements as alleged here.

**SECOND CLAIM**  
**(Violation of New York Civil Rights Law Sections 50 and 51)**

43. Plaintiff repeats, realleges, and incorporates by reference the allegations of paragraphs 1 through 33 above as if fully set forth herein.

44. Defendant has used Plaintiff's name, picture, image and likeness within the State of New York for advertising purposes or for the purpose of trade without Plaintiff's consent.

45. Defendant's use of Plaintiff's name, picture, image and likeness was willful, malicious and in conscious disregard of Plaintiff's rights.

46. Defendant's conduct violates Plaintiff's rights under Sections 50 and 51 of the Civil Rights Law of the State of New York.

47. As a result of Defendant's unauthorized use of Plaintiff's name, picture, image, and likeness, Plaintiff has been, and continues to be, damaged.

48. Defendant received a cease and desist letter from Plaintiff's counsel but continues to intentionally ignore Plaintiff's legal rights and to profit therefrom.

49. Defendant has purposefully used Plaintiff's name, picture, image, and likeness in a manner that it knew to be unlawful pursuant to Sections 50 and 51 of the New York Civil Rights Law. Defendant knew it was required to obtain Plaintiff's consent for its use of her name and the Heigl Photograph. Defendant never sought such consent.

50. Plaintiff is entitled to recover from Defendant all damages for her injuries sustained by reason of Defendant's unlawful actions, as well as exemplary and punitive damages, under Section 51 of the New York Civil Rights Law in such amounts to be determined at trial.

51. Furthermore, Plaintiff has no adequate remedy at law to compensate her fully for the injury caused by Defendant's unlawful acts and which would be caused by any

further infringement of Plaintiff's rights. Accordingly, the Court should enjoin Defendant from committing future unlawful acts and infringements as alleged here.

**THIRD CLAIM**  
**(Common Law Unfair Competition)**

52. Plaintiff repeats, realleges, and incorporates by reference the allegations of paragraphs 1 through 33 above as if fully set forth herein.

53. Defendant's actions alleged herein constitute unfair competition within the State of New York and in violation of New York law because Defendant acted intentionally to mislead and confuse consumers, or caused a likelihood of consumer confusion, and acted in bad faith.

54. Plaintiff carefully monitors and controls the valuable commercial use of her name, picture, image, and likeness.

55. Defendant's recent Facebook and Twitter pages prominently feature the Heigl Photograph and Plaintiff's name in a manner that misleads and confuses consumers.

56. Defendant acted in bad faith by first misappropriating the Heigl Photograph, then using it stripped of its original news-reporting function to falsely imply that Plaintiff's valuable endorsement rights were granted to Defendant -- even though they were not -- and by using Plaintiff's name in conjunction with at least two advertising messages and multiple links to commercial advertising for Defendant's products and services.

57. As a direct and proximate result of Defendant's acts of unfair competition, Plaintiff has been, and continues to be, damaged, and is entitled to recover from Defendant damages in such amount to be determined at trial. Defendant's acts of unfair competition were

willful, malicious and in conscious disregard of Plaintiff's rights, entitling Plaintiff to recover punitive damages.

58. Furthermore, Plaintiff has no adequate remedy at law to compensate her fully for the injury caused by Defendant's unlawful acts and which would be caused by any further infringement of Plaintiff's rights. Accordingly, the Court should enjoin Defendant from committing future unlawful acts and infringements as alleged here.

**RELIEF REQUESTED**

WHEREFORE, Plaintiff respectfully demands judgment against Defendant as follows:

(a) on the First Claim under Section 43(a) of the Lanham Act, awarding Plaintiff (i) compensatory damages in an amount to be determined at trial; (ii) the amount of Defendant's profits resulting from its unlawful conduct; (iii) treble damages as authorized by statute; and (iv) reasonable attorney fees and costs as also authorized by statute;

(b) on the Second Claim for violation of New York Civil Rights Law Sections 50 and 51, awarding Plaintiff (i) damages for her injuries sustained by reason of Plaintiff's unlawful actions; (ii) exemplary and punitive damages; and (iii) reasonable attorney fees and costs;

(c) on the Third Claim for unfair competition, awarding Plaintiff (i) compensatory damages in an amount to be determined at trial; and (ii) exemplary and punitive damages;

(d) on each of the First, Second and Third Claims, permanently enjoining Defendant, and its agents, officers, servants, employees, successors and assigns and all others acting in concert or privity with Defendant, from using, imitating, or copying Plaintiff's name, picture, image, or likeness in connection with any promotion, advertisement, display, sale, or

circulation of any services or products, including commercial advertising use, whether express or implied, on the Internet or social media in any form; and

(e) awarding such other and further relief as this Court deems just and proper.

**JURY DEMAND**

Pursuant to Rule 38 of the Federal Rules of Civil Procedure, Plaintiff demands a trial by jury on all issues triable by right to a jury.

Dated: New York, New York  
April 9, 2014

By:



Peter L. Haviland (*Pro hac vice motion to be submitted*)

Corey Field

Scott M. Himes

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*Attorneys for Plaintiff Katherine Heigl*



# **Exhibit A**

9 Home ; Notifications 8 Discover < Me ] Search = [img alt="mail icon" data-bbox="815 105 838 130"/> [img alt="gear icon" data-bbox="860 105 883 130"/> [img alt="plus icon" data-bbox="905 100 935 130"/>

**Tweets**

Y

Following

Y

Followers

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Favorites

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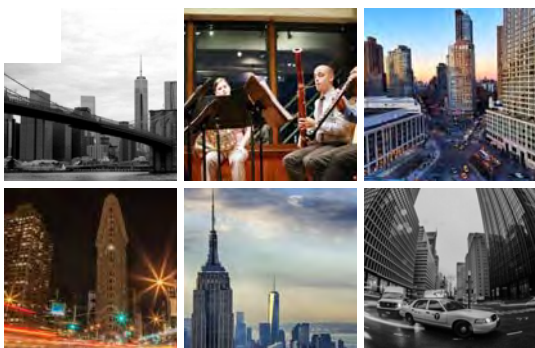
Lists

Y

**Tweet to Duane Reade**

os and videos

Y



TWEETS

19.9K

FOLLOWING

13.5K

FOLLOWERS

2.02M

[Z](#) Follow

Followed by Bob Page, Digital Dance Crew, Chris Morrow and 4 others.

**Tweets** All / No replies**Duane Reade** @DuaneReade · Feb 23Did you know you can print your @facebook photos directly from your phone via the #DuaneReade app? How awesome! [ow.ly/i/4Gk59](http://ow.ly/i/4Gk59)

Promoted by Duane Reade

Hide photo

Reply Retweet Favorite More

**Who to follow** · Refresh · View all**Kymeshia Morris, Esq** @K... 4[Z](#) Follow

< Me [ Search =



**DUANE**reade

Part of the *Walgreens* family of companies.

A screenshot of the QuickPrints app interface. At the top is a dark header with a home icon and the word "Photo". Below this is a section with the QuickPrints logo (an orange icon of two overlapping photos with a clock) and the text "QuickPrints". Underneath is a descriptive sentence: "Print pictures right from your phone and pick them up in about an hour." Below this is a horizontal separator line. Then, there are two buttons: "Print from Phone" and "Print from Facebook". Below these is another horizontal separator line. Then, there is a button labeled "Create Photo Products". Below this is another horizontal separator line. Then, there is a button labeled "Facebook PrintWorthy Card" with a small orange icon of a photo and a clock. Below this is a large, empty light gray rectangular area. At the very bottom of the screen is a dark navigation bar with three icons: a person icon labeled "Create", a folder icon labeled "Browse/Edit", and a third icon that is partially obscured.


RETWEETS 16  
FAVORITES 57




Flag media


9 Home
; Notifications
8 Discover


Me
Search
=
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⚙
📷


**Duane Reade** @DuaneReade · 2 hrs  
 Inquiring minds want to know...Would you go bungee jumping or skydiving?  
[ow.ly/i/54Hwy](http://ow.ly/i/54Hwy)  
 View photo
 Reply Retweet Favorite More


+ Retweeted by Duane Reade



**PONCHO** @poncho\_ny · 4 hrs  
 Mondays are hard, and even harder with allergies. Quick, take a break (and this @DuaneReade allergy meds coupon)! [bit.ly/1mveFA6](http://bit.ly/1mveFA6)  
 Expand
 Reply Retweet Favorite More


**Duane Reade** @DuaneReade · 4 hrs  
 Sorry to hear, @CheckOutJacob. Please send details to [bit.ly/VJ20JW](http://bit.ly/VJ20JW) so we can look into this further w/ management & follow up.  
 View conversation
 Reply Retweet Favorite More



**Duane Reade** @DuaneReade · 5 hrs  
 Enjoy a free concert featuring new music by Broadway composers today at 6pm at Library for the Performing Arts [ow.ly/i/54Hxf](http://ow.ly/i/54Hxf)  
 View photo
 Reply Retweet Favorite More

+ Retweeted by Duane Reade



**NY Mets News** @NY\_Mets\_News · 7 hrs  
 Play the Mets 2 Home Run Challenge from Duane Reade.. [q.gs/6Ryoc](http://q.gs/6Ryoc) #mets #MLB  
 Expand
 Reply Retweet Favorite More



**Duane Reade** @DuaneReade · 7 hrs  
 Hi @ShefKumar, we actually have a new program. You can learn more about it here: [duanereade.com/Balance.aspx?n...](http://duanereade.com/Balance.aspx?n...)  
 View conversation
 Reply Retweet Favorite More


9 Home
; Notifications
8 Discover



**Duane Reade** @DuaneR  
Don't let allergies get the  
on allergy medicine [ow.ly/vcyH9](http://ow.ly/vcyH9) #DRAllergy  
Expand


+ Retweeted by Duane Reade


**Alison Groen** @Rosiediscovers · 10 hrs  
Picnic Pick-Up's at Duane Reade! #SoFab #shop [goo.gl/E5KQO2](http://goo.gl/E5KQO2) via @SoFabfood  
Expand



**Duane Reade** @DuaneReade · 11 hrs  
"You are what you repeatedly do. Excellence is not an event - it is a habit"  
~Aristotle Image via: Dawn Penny Russell [ow.ly/i/54Hye](http://ow.ly/i/54Hye)  
View photo


**Duane Reade** @DuaneReade · Mar 30  
Do something that would make your mother proud: personalized weather forecasts straight to your inbox [poncho.is/register/duane...](http://poncho.is/register/duane...) #DRAllergy #NYC  
Expand


**Duane Reade** @DuaneReade · Mar 30  
Imagine... #nyc #newyorkcity #duanereade [instagram.com/p/mLMOshKVm/](http://instagram.com/p/mLMOshKVm/)  
Expand



**Duane Reade** @DuaneReade · Mar 30  
Today's National Doctor's Day! Many thanks to the fantastic team of doctors at our #DR Walk-In Medical Care locations [ow.ly/i/54bIU](http://ow.ly/i/54bIU)  
View photo


+ Retweeted by Duane Reade



**SoFabLifestyle** @SoFabLifestyle · Mar 30  
Prep for spring with @DuaneReade and @pretty\_squared #DRSpringTime [cbi.as/7i1oj](http://cbi.as/7i1oj) #SoFab #shop


9 Home
; Notifications
8 Discover


Expand
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**Duane Reade** @DuaneReade · Mar 30  
Learn about Greek culture at the Greek Independence Day Parade today at 1:45pm - 5th Ave. between 64th to 79th Sts. [ow.ly/i/54bl3](http://ow.ly/i/54bl3)  
View photo Reply Retweet Favorite More


**Duane Reade** @DuaneReade · Mar 30  
"Quietness with thoughtful reflection and relaxation can be empowering" ~Cynthia Wright  
Image: [flickr.com/photos/dicau58...](http://flickr.com/photos/dicau58...) [ow.ly/i/54bjE](http://ow.ly/i/54bjE)  
View photo Reply Retweet Favorite More



**Duane Reade** @DuaneReade · Mar 29  
Thanks! Have a great evening @JesseSteinbach  
View conversation Reply Retweet Favorite More



**Duane Reade** @DuaneReade · Mar 29  
Take a guided walk through Central Park to look out for nocturnal wildlife tonight at 7pm. Meet at Belvedere Castle. [ow.ly/i/53QPQ](http://ow.ly/i/53QPQ)  
View photo Reply Retweet Favorite More



**Duane Reade** @DuaneReade · Mar 29  
Check out the Bargemusic Concert today at 3pm at Fulton Ferry Landing, Brooklyn  
Image via: [flickr.com/photos/andram/...](http://flickr.com/photos/andram/...) [ow.ly/i/53QP7](http://ow.ly/i/53QP7)  
View photo Reply Retweet Favorite More



**Duane Reade** @DuaneReade · Mar 29  
Join the Chelsea community for an afternoon of art from 1-3pm today at Porter Contemporary, 548 W. 28th St.  
[ow.ly/i/53QOx](http://ow.ly/i/53QOx)  
View photo Reply Retweet Favorite More


9 Home
; Notifications
8 Discover



Retweeted by Duane Reade  
**SoFabLifestyle** @SoFab  
Chemical-free spring cleaning via @CourtneysSweets and @DuaneReade  
#DRSpringTime cbi.as/cwxi6 #SoFab #shop  
Expand


**Duane Reade** @DuaneReade · Mar 29  
Happy Saturday!  
Image via: flickr.com/photos/slbramh...  
ow.ly/i/53QNp ow.ly/i/53QNJ  
View photo


**Duane Reade** @DuaneReade · Mar 28  
Have a great Friday night #NYC!  
Image via: flickr.com/photos/pamhule... ow.ly/i/532ku  
View photo


Retweeted by Duane Reade  
**SoFabLifestyle** @SoFabLifestyle · Mar 28  
Chemical-free spring cleaning via @CourtneysSweets and @DuaneReade  
#DRSpringTime cbi.as/cwxi6 #SoFab #shop  
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**Duane Reade** @DuaneReade · Mar 28  
Jam out to live music tonight from 6-10pm at Rubin Museum's K2 Lounge, 150 West 17th St. ow.ly/i/532jM  
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**Breeanna Straessle** @BreeStraessle · Mar 28  
You have to give your audience what they want. @DuaneReade's followers wanted photos of NYC, not specials from a drug store. #smmw14





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**Duane Reade** @DuaneReade · Mar 28  
 Help feed hungry New Yorkers! Find out how your company can volunteer with @CityHarvest - [bit.ly/1gr4GDx](http://bit.ly/1gr4GDx)  
[ow.ly/i/532iX](http://ow.ly/i/532iX)  
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**Duane Reade** @DuaneReade · Mar 28  
 Thanks! RT @NYMBrands #FF our retailers @CVS\_Extra @Walmart @Kmart @ULTA\_Beauty @Rickys\_NYC @Walgreens @Target @NavarroRx @HarrisTeeter  
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**Duane Reade** @DuaneReade · Mar 28  
 Thanks @TeshawnEdmonds! Have a great weekend!  
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**Duane Reade** @DuaneReade · Mar 28  
 It's Flashback Friday! Can you guess what this early 1900's contraption is, or what it was used for in #NYC? [ow.ly/i/532i6](http://ow.ly/i/532i6)  
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**April Parsons** @AprilParsons1 · Mar 27  
 The #cvs wouldn't let me use the bathroom but #duanereade did. I know where I'll be #shopping in #nyc from now on. @CVS\_Extra @DuaneReade  
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**SoFabLifestyle** @SoFabLifestyle · Mar 27  
 Chemical-free spring cleaning via @CourtneysSweets and @DuaneReade #DRSpringTime [cbi.as/cwxi6](http://cbi.as/cwxi6) #SoFab #shop  
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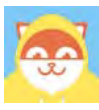

**Duane Reade** @DuaneR  
Get ready for spring! Find all of the latest spring beauty trends at your nearest #DuaneReade LOOK... [instagram.com/p/mECBtKhKc5/](https://www.instagram.com/p/mECBtKhKc5/)  
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**Duane Reade** @DuaneReade · Mar 27  
March is #WomensHistoryMonth, a time for celebrating the diverse and historic accomplishments of women. [ow.ly/i/52edF](http://ow.ly/i/52edF)  
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**Duane Reade** @DuaneReade · Mar 27  
Always good to see you, @TeshawnEdmonds :) Thanks for stopping by!  
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**Duane Reade** @DuaneReade · Mar 27  
Marvel at spectacular arrangements of flowers at Macy's Flower Show all day today at Macy's Herald Square. [ow.ly/i/52ef6](http://ow.ly/i/52ef6)  
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+ Retweeted by Duane Reade  

**Perfect Bacon Bowl** @PerfBaconBowl · Mar 27  
Yum! #NYC: Where's your favorite spot to grab a quick #lunch? Be sure to check out our friends @DuaneReade. They love #BACON! #DRLunch  
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+ Retweeted by Duane Reade  

**PONCHO** @poncho\_ny · Mar 27  
Did you use your @DuaneReade allergy coupon today? How did it go? I want to know everything.  
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**Iman Abdulmajid** @The\_Real\_IMAN · Mar 27

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**SoFabFood**

@SoFabfood · Mar 27

Celebrate Munch Madness with deLISH Snacks at Duane Reade #SoFab #shop

goo.gl/y3n2yA


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**Duane Reade**

@DuaneReade · Mar 27

Hey @0adhika0, thanks for stopping by! Have a great day & see you again soon. :-)

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**SoFabLifestyle**

@SoFabLifestyle · Mar 27

See @styledelights get ready for spring with @DuaneReade #DRSpringTime

cbi.as/ujy4 #SoFab #shop

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**Nicki Briggs, MS, RD**

@nicki\_briggs\_ · Mar 27

@DuaneReade Loved that my cashier wished me to "Be well" at check out.

Great use of your employee advocates to deliver brand messaging


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**Duane Reade**

@DuaneReade · Mar 27

Don't let allergies get the best of you. Register with @poncho\_ny for discounts

on allergy medicine ow.ly/uZX1D #DRAllergy

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**SS PE\_Feeds**

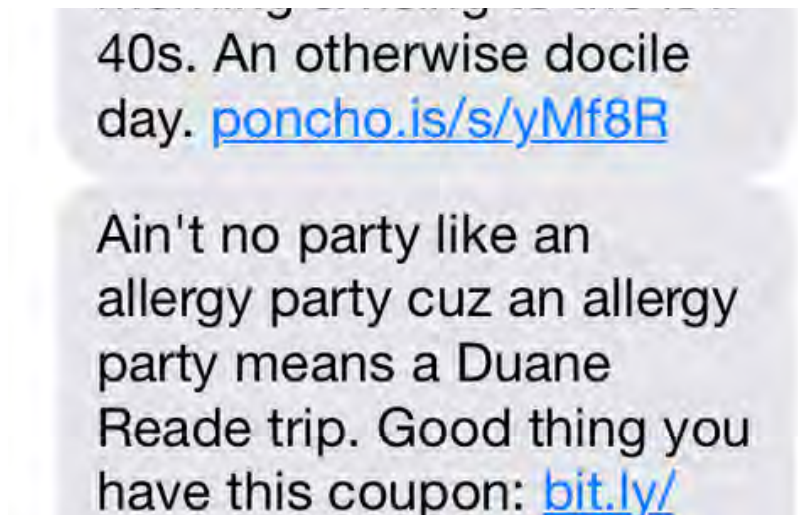
@PE\_Feeds · Mar 27

https://twitter.com/DuaneReade


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Here we go: first @DuaneReade out today.]pic.twitter.com/... Search




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**Duane Reade** @DuaneReade · Mar 27  
Thanks for checking in, @SOBRENATURAL7! Have a great day :)

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**Duane Reade** @DuaneReade · Mar 27  
"You are never too old to set another goal or to dream a new dream."  
~C.S. Lewis  
Image via: flickr.com/photos/sordie/... ow.ly/i/52ecO


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**Duane Reade** @DuaneReade · Mar 26  
Come to Family Night for music, food, books, and fun at Word Up Bookstore tonight from 6-8pm at 2113 Amsterdam Ave. ow.ly/i/51tAH


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**Duane Reade** @DuaneReade · Mar 26  
 Melanie Notkin reads from her new book "Otherhood" today at 7pm at Barnes & Noble Upper East Side [ow.ly/i/51tzK](http://ow.ly/i/51tzK)  
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**Duane Reade** @DuaneReade · Mar 26  
 Allergies bugging you? Sign up with @poncho\_ny for pollen alerts and discounts for allergy relief products [ow.ly/uQpax](http://ow.ly/uQpax) #DRAllergy  
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**Karen Coutu** @\_Karen · Mar 26  
 Chemical-free spring cleaning via @CourtneysSweets and @DuaneReade #DRSpringTime [cbi.as/cwxi6](http://cbi.as/cwxi6) #SoFab #shop  
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**Duane Reade** @DuaneReade · Mar 26  
 Check out a wonderful fusion of ice dance & figure skating today at 1pm at The Rink at Rockefeller Center [ow.ly/i/51ty9](http://ow.ly/i/51ty9)  
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**SoFabLifestyle** @SoFabLifestyle · Mar 26  
 See @styledelights get ready for spring with @DuaneReade #DRSpringTime [cbi.as/ujyj4](http://cbi.as/ujyj4) #SoFab #shop  
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**Duane Reade** @DuaneReade · Mar 26  
 "Friends are people who know you really well and like you anyway."  
 ~Greg Tamblyn


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**Margaret L Saselu** @margsass · Mar 25  
 Manicure, sushi lunch, and now cash back - @DuaneReade Wall Street has it all #multitasking  
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**Duane Reade** @DuaneReade · Mar 25  
 Let's play some trivia...What are the colors of the #NYC Flag? ow.ly/i/50EHI  
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**Duane Reade** @DuaneReade · Mar 25  
 Explore #NYC after dark on tonight's tour at 8pm. Meet @ Grand Central Info Booth Image via: flickr.com/photos/kevin81... ow.ly/i/50EzP  
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**Kelly Loubet** @Childhood · Mar 25  
 A big \*high five\* to @DuaneReade for being a @shortyawards finalist! Best use of SoMe for Retail! industry.shortyawards.com/category/6th\_a...  
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**Duane Reade** @DuaneReade · Mar 25  
 Experience the ballerina within at the Ballet Exercise Class for Adults today at 3pm at the 67th Street Library. ow.ly/i/50Ezj  
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**Duane Reade** @DuaneReade · Mar 25  
 "The only place success comes before work is in the dictionary." ~Vincent Lombardi


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**Duane Reade** @DuaneReade · Mar 24  
 .@styleisland Woohoo!  
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**Duane Reade** @DuaneReade · Mar 24  
 .@Poet\_ofReal So true! :)  
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**Duane Reade** @DuaneReade · Mar 24  
 Unwind to the sounds of soothing jazz at the Saxophone Recital tonight at 8pm at Juilliard School, Rehearsal Space  
[ow.ly/i/4ZPp5](http://ow.ly/i/4ZPp5)  
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**Calvin Peters** @publicityc · Mar 24  
 @DuaneReade Makes It Rain With New Weather Alerts with @poncho\_ny!  
 @Forbes #DRAllergy #ParallelPersuasion [forbes.com/sites/laurahel...](http://forbes.com/sites/laurahel...)  
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**Duane Reade** @DuaneReade · Mar 24  
 Today is National Chocolate Covered Raisin Day. Anything covered in chocolate is ok with us! [ow.ly/i/4ZPoh](http://ow.ly/i/4ZPoh)  
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**Duane Reade** @DuaneReade · Mar 24  
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**Andrea Butera** @Andre...  
Duane Reade makes it rain w/new weather alerts by sending weather-related promotional messages to shoppers 2x a day: [forbes.com/sites/laurahel...](http://forbes.com/sites/laurahel...)


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**AIDS Walk New York** @AIDSWalkNY · Mar 24  
Let's give a special shout out to our Presenting Sponsor, @DuaneReade ! They have been an invaluable friend and partner of #AIDSWalkNY!

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**Duane Reade** @DuaneReade · Mar 24  
Inquiring minds want to know...What's your dream job? [ow.ly/i/4ZPnR](http://ow.ly/i/4ZPnR)


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**Duane Reade** @DuaneReade · Mar 24  
Morning everyone.... Happy Monday ;)

Image via: [flickr.com/photos/slbramh...](http://flickr.com/photos/slbramh...) [ow.ly/i/4ZPmY](http://ow.ly/i/4ZPmY)


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**Social Media Samurai** @TrueOmegaNexus · Mar 23  
These games are great! \*\* Big Basketball Ushers in #DRMunchMadness at @DuaneReade - [go.shr.lc/1f0BROU](http://go.shr.lc/1f0BROU) \*\* #cbias #shop

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**Duane Reade** @DuaneReade · Mar 23  
It's National Chip and Dip Day. Go ahead and double dip away! [ow.ly/i/4Zr5z](http://ow.ly/i/4Zr5z)

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**Duane Reade** @DuaneReade · Mar 23

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Explore some of Central Park's most beautiful views near statue at 5th Ave. & 6th Ave. [View photo](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

**Duane Reade** @DuaneReade · Mar 23  
Morning! @meganocar0 @EverythingNYC @NewYorkHabitat @nycgo @agreatbigcity @I\_LOVE\_NY @nyroamer  
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
**Duane Reade** @DuaneReade · Mar 23  
Make your own sundial pendant at the Sundial Craft Workshop today at 1pm at Queens Botanical Garden [ow.ly/i/4Zr4i](http://ow.ly/i/4Zr4i)  
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**Duane Reade** @DuaneReade · Mar 23  
"Don't regret the past, just learn from it."  
~Ben Ipock  
Image via: [flickr.com/photos/emmanuelle...](http://flickr.com/photos/emmanuelle...) [ow.ly/i/4Zr67](http://ow.ly/i/4Zr67)  
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**Alicia Fiorletta** @AliciaFiorletta · Mar 22  
Duane Reade Partners With Poncho To Deliver Weather-Related Tips, Offers: [buff.ly/1gW27du](http://buff.ly/1gW27du)  
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**Duane Reade** @DuaneReade · Mar 22  
Enjoy your Saturday night #NYC!!  
Image via: [flickr.com/fensterbme/114...](http://flickr.com/fensterbme/114...) [ow.ly/i/4Z0mq](http://ow.ly/i/4Z0mq)  
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**PONCHO** @poncho\_ny · 11:11 AM

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If you have allergies, you'll need to make a pit stop @DuaneReade soon. Trust me on this one. Grab your coupon now!  
[poncho.is/register/dr/](http://poncho.is/register/dr/)

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**Duane Reade** @DuaneReade · Mar 22


"The most certain sign of wisdom is cheerfulness." ~Michel de Montaigne #NYC #NewYorkCity #DuaneReade [instagram.com/p/I214gZBKVp/](https://www.instagram.com/p/I214gZBKVp/)

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**Duane Reade** @DuaneReade · Mar 22

Congrats to @CityHarvest on being named Edible Manhattan's Local Non-Profit Hero of the Year! [bit.ly/1i4sQbJ](http://bit.ly/1i4sQbJ) [ow.ly/i/4Z04X](http://ow.ly/i/4Z04X)


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**BIMMY'S** @MrBIMMY · Mar 22


"One cannot think well, love well, sleep well, if one has not dined well".  
So eat good and Love Great !  
#BimmysCatering @DuaneReade

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**Duane Reade** @DuaneReade · Mar 22

Allergies got you down? Register with @Poncho\_NY for pollen alerts & coupons!  
[ow.ly/uQpax](http://ow.ly/uQpax) [ow.ly/i/4Z03i](http://ow.ly/i/4Z03i)

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**Duane Reade** @DuaneReade · Mar 22

"You have to do your thing no matter what anyone says. It's your life." ~Ethan Embry  
Image: [flickr.com/76807015@N03/1...](http://flickr.com/76807015@N03/1...) [ow.ly/i/4Z01m](http://ow.ly/i/4Z01m)

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**Anna Sandler** @Anna\_Sandler · Mar 21

Fun basketball lunch with @DuaneReade items!

[pinterest.com/pin/1616370741...](https://pinterest.com/pin/1616370741...) #DRMunchMadness #shop

[pic.twitter.com/964XyvM3zj](https://pic.twitter.com/964XyvM3zj)



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**Anna Sandler** @Anna\_Sandler · Mar 21

Lots of ideas for fun snacks from @DuaneReade to go with your basketball

watching : [bit.ly/1nLvwjE](https://bit.ly/1nLvwjE) #DRMunchMadness #shop

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**Social Media Samurai** @TrueOmegaNexus · Mar 21

.@DuaneReade is providing you all the college basketball tourney snacks you want. #DRMunchMadness!! #cbias #shop - [go.shr.lc/1f0BROU](https://go.shr.lc/1f0BROU)


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Helloooooo weekend! W

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**DivasandDorks** @DIVASANDDORKS · Mar 21  
Getting Ready For Basketball Madness With Duane Reade #MunchMadness  
[wp.me/p237Qh-6tH](http://wp.me/p237Qh-6tH)

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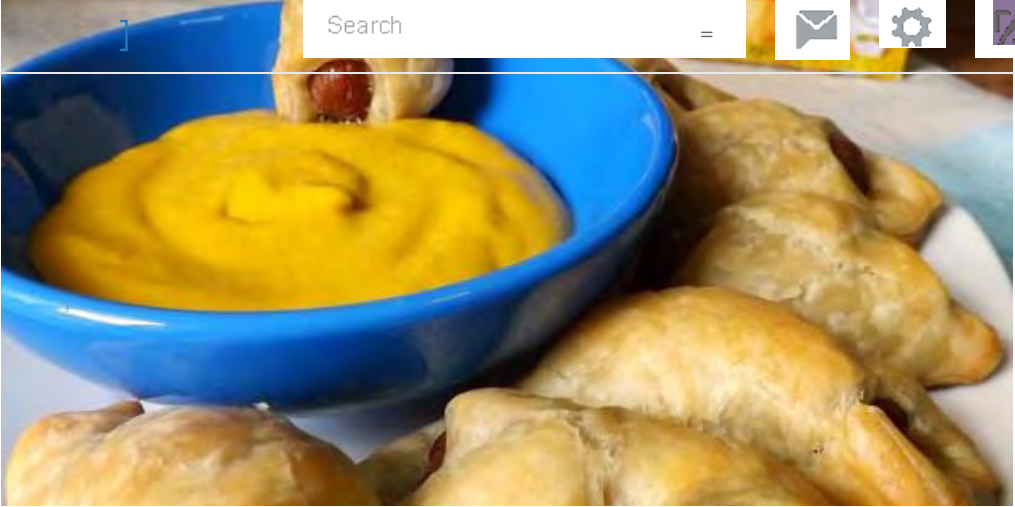
**The NYC Talon** @KristaK2 · Mar 21  
Munch Madness at @DuaneReade - check out my game time snacking picks!  
#DRMunchMadness #CBias [nyctalon.com/munch-madness-...](http://nyctalon.com/munch-madness-...)  
[pic.twitter.com/GdgVEReVID](http://pic.twitter.com/GdgVEReVID)

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**Snack Fixation** @SnackFixation · Mar 21  
Find out how you make this delicious pizza for #DRMunchMadness with @DuaneReade's help. [bit.ly/NAAPlg](http://bit.ly/NAAPlg) #shop [pic.twitter.com/vY0HxVDhMY](http://pic.twitter.com/vY0HxVDhMY)



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**Duane Reade** @DuaneReade · Mar 21  
Dance your way to a fitter you at today's Free Zumba Class at 3pm at Belmont Library. [ow.ly/i/4Yca2](http://ow.ly/i/4Yca2)

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**MobileCommerceDaily** @MCommerceDaily · Mar 21  
"We need to reach our consumers where they are in a localized manner"  
@DuaneReade @poncho\_ny [mobilecommercedaily.com/duane-reade-at...](http://mobilecommercedaily.com/duane-reade-at...)

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**Duane Reade** @DuaneReade · Mar 21  
Today is National Puppy Day! The perfect "howliday" to give your pup a special treat! [ow.ly/i/4Yc9d](http://ow.ly/i/4Yc9d)

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**Duane Reade** @DuaneReade · Mar 21  
Thanks @TeshawnEdmonds Happy Friday!




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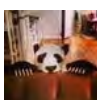
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**Duane Reade** @DuaneReade · Mar 21  
Thank you @prettyinmypoc! Happy Friday @JulepMaven @toppik  
@Pop\_Beauty @LOrealParisUSA @Walgreens @InStyle @LORAC\_Cosmetics  
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**Calvin Peters** @publicityc · Mar 21  
@DuaneReade attacks #allergyseason with weather-based mobile coupons!  
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pic.twitter.com/GInYGS3dLU  
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**SS PE\_Feeds** @PE\_Feeds · Mar 21  
.@poncho\_ny made hints in the newsletter yesterday of its partnership with  
@DuaneReade & @Walgreens. pic.twitter.com/yJjBk0Fwcu  
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**Duane Reade** @DuaneReade · Mar 21  
It's Flashback Friday! Can you guess which #NYC bridge is being built in this  
1909 photo? ow.ly/i/4Yc8e  
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**Duane Reade** @DuaneReade · Mar 20  
Attend the Spring Fitness Break Wellness seminar today at 7pm at Westin Grand  
Central. Image: flickr.com/miamifitnesstv... ow.ly/i/4XwOc  
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**Duane Reade** @DuaneReade · Mar 20

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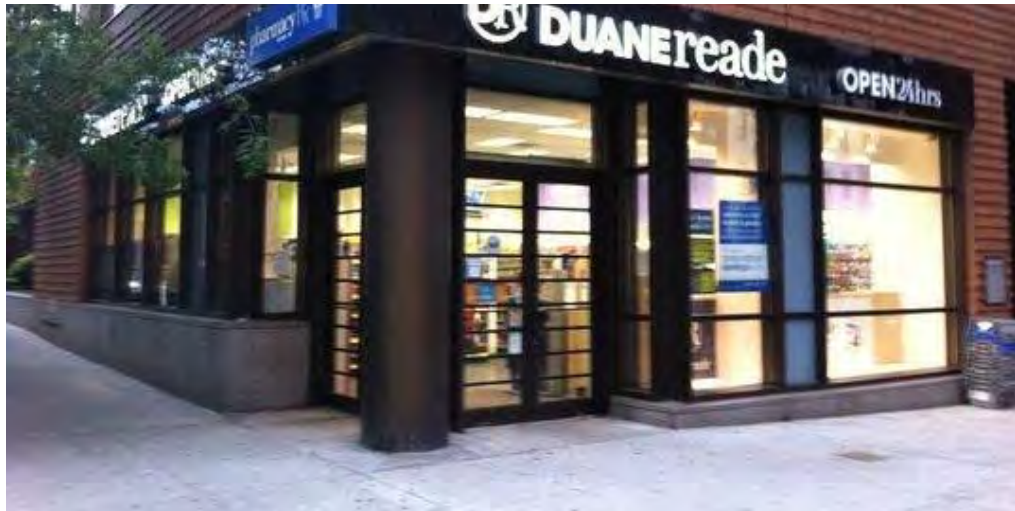
**Duane Reade** @DuaneReade · Mar 20  
 "As for New York City, it is a place apart. There is not its match in any other country in the world."... [instagram.com/p/lxjl8MBKQz/](https://www.instagram.com/p/lxjl8MBKQz/)  
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**Emma Leigh Martin** @emmaleigh014 · Mar 20  
 @DuaneReade is one of those NYC things that never fails to amaze me. Kind of a mini Wegmans. More on its rebranding: [businessweek.com/articles/2014-...](http://businessweek.com/articles/2014-...)  
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**Calvin Peters** @publicityc · Mar 20  
 @DuaneReade Partners With @poncho\_ny To Deliver Weather-Related Tips, Offers! @RTouchPoints [bit.ly/Nxmi9G](http://bit.ly/Nxmi9G) [pic.twitter.com/oh8J1AmXWO](http://pic.twitter.com/oh8J1AmXWO)





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**SoFabFood** @SoFabfood · Mar 20  
Spring essentials fill @thechirpingmoms' Easter baskets w/ @DuaneReade.  
#DRSpringTime cbi.as/-9ax1 #SoFab #shop  
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**Duane Reade** @DuaneReade · Mar 20  
Have a good time at the Spring Equinox Egg Balancing Ceremony today at  
eggsactly 12:57pm at Bowling Green Park ow.ly/i/4XwKC  
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**gonanci** @gonanci · Mar 20  
via TechCrunch Betaworks' Refreshing Weather Email Service Poncho Launches  
Discount Campaign With Duane Reade ift.tt/1j7fZbT  
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**Duane Reade** @DuaneReade · Mar 20  
Hello spring!  
Image via: flickr.com/photos/wwward0... ow.ly/i/4XwJT  
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**Andrea Kruse** @notimeMom · Mar 20  
Celebrating Spring With Duane Reade goo.gl/eE0QjL  
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**Drug Store News** @DrugStoreNews · Mar 19  
.@DuaneReade to blast allergy coupons on high-index days through  
@poncho\_ny app: ow.ly/uLwIM  
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**Lauren Adams** @LaurenConAd · Mar 19  
Hey NYCers why don't we stop bitching about the cold and start talking about HOW NOW YOU CAN DO CASH BACK AT DUANE READE! #fb  
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**Duane Reade** @DuaneReade · Mar 19  
Sip & savor some fine wine at tonight's tasting at Blanc & Rouge - 81 Washington St, Brooklyn, starting at 5:30pm [ow.ly/i/4WMfb](http://ow.ly/i/4WMfb)  
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**Duane Reade** @DuaneReade · Mar 19  
"You'll miss the best things if you keep your eyes shut." ~Dr. Seuss #NYC #NewYorkCity #DuaneReade [instagram.com/p/lvAiW1hKUY/](http://instagram.com/p/lvAiW1hKUY/)  
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**Duane Reade** @DuaneReade · Mar 19  
Prepare to be mesmerized at the Young People UPCA performance tonight at 6pm at 4140 Broadway [ow.ly/i/4WMeo](http://ow.ly/i/4WMeo)  
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**Doreen** @dulcedia · Mar 19  
@DuaneReade seriously, your snacks are divine! Worthy of giving as gifts or just because-  
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**Duane Reade** @DuaneReade · Mar 19  
Indulge in some rich chocolaty fun today on National Chocolate Caramel Day! [ow.ly/i/4WMdD](http://ow.ly/i/4WMdD)  
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**Social Media Samurai**
I'm soooo]ready for sprin
cleaning supplies and more. #cbias #shop
thesocialmediasamurai.com/2014/03/17/drs...
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**Duane Reade** @DuaneReade · Mar 19
Thanks for coming in today, @EvryThingsWonky! Hope the rest of your day is great :)
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**Duane Reade** @DuaneReade · Mar 19
"The best way to predict your future is to create it."
~Abraham Lincoln
Image via: flickr.com/photos/chadcoo... ow.ly/i/4WMd2
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**Nicole M. Yale** @Ms\_Yale · Mar 18
Brands move needle with paid and organic tweets, shows promise for Twitter commerce bit.ly/1ifNtBf
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**Duane Reade** @DuaneReade · Mar 18
Learn success secrets from Lori Ann LaRocco today at 7:00 pm at Barnes & Noble Upper East Side
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**Duane Reade** @DuaneReade · Mar 18
Love a quick #DuaneReade run? Even @KatieHeigl can't resist shopping #NYC's favorite drugstore bit.ly/1gLHctI pic.twitter.com/uGTc3k1Mii

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**Duane Reade** @DuaneReade · Mar 18  
Let's play some trivia...Marine Park is located in which #NYC borough?  
ow.ly/i/4VWJc

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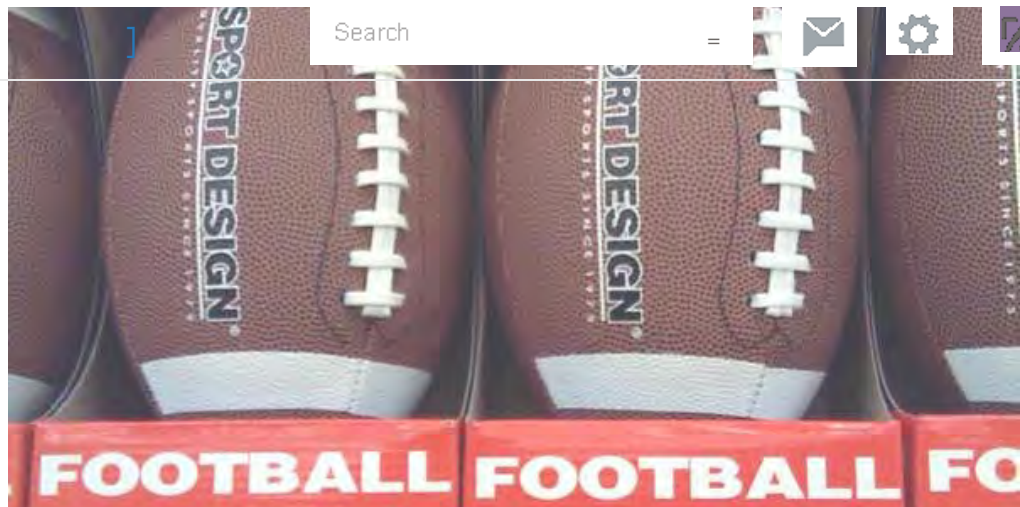
**Duane Reade** @DuaneReade · Mar 18  
Get poetic at the Winter Poetry Reading today at 6pm at Kinokuniya Bookstore  
1073 6th Ave. ow.ly/i/4VWGP

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**Social Media Samurai** @TrueOmegaNexus · Mar 18  
I need BBQ's & Chilling Outdoors ASAP! Stocking up now. @DuaneReade  
Reade #cbias #shop  
thesocialmediasamurai.com/2014/03/17/drs... pic.twitter.com/zf3nXyIVAc





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Spring Cleaning With Duane Reade [goo.gl/oGUI7h](https://goo.gl/oGUI7h) via @WeKnowStuff\_US

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"To be the best, you must be able to handle the worst."

Image via: [flickr.com/photos/mlcastl...](https://www.flickr.com/photos/mlcastl...) [ow.ly/i/4VWFY](https://ow.ly/i/4VWFY)

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**Mark B. Rosenberg** @MarkBRosenberg · Mar 17

Today is a blessed day. @DuaneReade FINALLY does cash back on debit card purchases. If you live in NYC you know this is a huge deal.

0 from Manhattan, NY

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**Duane Reade** @DuaneReade · Mar 17

Navigate allergy season with us & @poncho\_ny! Get #Social #ParallelPersuasion #DRVIP #DReade on.mash.to/1diswkX pic.twitter.com/jzpXIsyTBI



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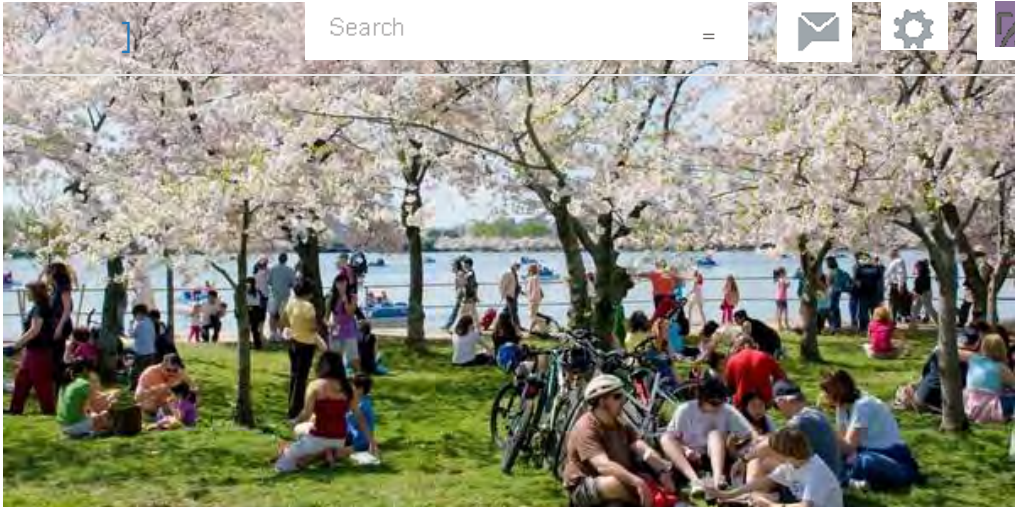


**Calvin Peters** @publicityc · Mar 17

Get Social with @DuaneReade! Navigate allergy season with us & @poncho\_ny! #ParallelPersuasion on.mash.to/1diswkX pic.twitter.com/0UixcUtoeQ


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**Mashable** @mashable · Mar 17  
Weather Service @Poncho\_NY Offering Coupons on High-Allergy Days  
[on.mash.to/OqeYxY](http://on.mash.to/OqeYxY)

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**PRETTY SQUARED** @pretty\_squared · Mar 17  
NEW POST: Craving coral and budget beauty buys from @DuaneReade  
[bit.ly/1eMiJDZ](http://bit.ly/1eMiJDZ) #DRSpringTime #shop #cbias #collectivebias


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**Duane Reade** @DuaneReade · Mar 17  
Unlock the artist within at the Art & Creativity Workshop today at 8:30pm at P.S.  
20 Anna Silver School 166 Essex St. [ow.ly/i/4V7jT](http://ow.ly/i/4V7jT)


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**We Know Stuff** @WeKnowStuff\_US · Mar 17  
Spring Cleaning With Duane Reade - We Know Stuff [fb.me/6oooUSpMy](http://fb.me/6oooUSpMy)  
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**Duane Reade** @DuaneReade · Mar 17  
Judy Collins signs copies of her CD, Live in Ireland tonight at 7pm at Barnes & Noble Upper East Side [ow.ly/i/4V7mN](http://ow.ly/i/4V7mN)  
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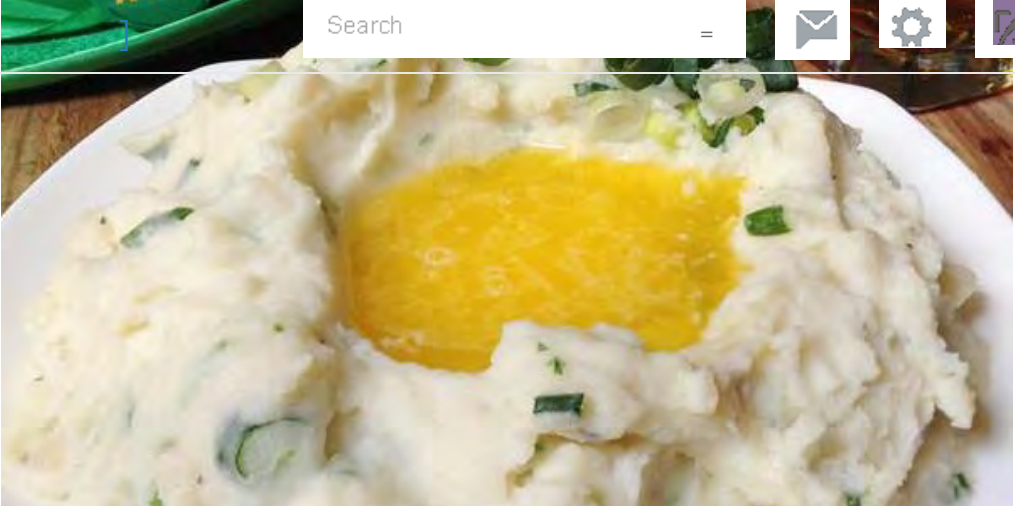
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**SoFabConnect** @SoFabConnect · Mar 17  
See @Mammamoiselle create an easy St. Patty's Day party with @DuaneReade #DRStPattys [cbi.as/gvf88](http://cbi.as/gvf88) #SoFab #shop  
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**Snack Fixation** @SnackFixation · Mar 17  
Find out which DeLish foods @DuaneReade can be turn into a quick Irish meal! [bit.ly/1cZSi2O](http://bit.ly/1cZSi2O) #DRStPattys #shop [pic.twitter.com/hzRexKQfLP](http://pic.twitter.com/hzRexKQfLP)

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 **Duane Reade** @DuaneReade · Mar 17  
Inquiring minds want to know...What would be your dream car? [ow.ly/i/4V7ja](http://ow.ly/i/4V7ja)  
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 **Duane Reade** @DuaneReade · Mar 17  
Experience the best of beauty from around the world at #DuaneReade LOOK Boutique March 17-21 See flyer for info [pic.twitter.com/NxiXCOYWZ8](http://pic.twitter.com/NxiXCOYWZ8)



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\*Consultations are free. Services are with a minimum of one Look Boutique item purchase of \$10.00 or more. Contact store for schedules and appearances.

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
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**Style Island** @styleisland · Mar 16

Spring Fling! 5 Things to Summon in the Season with Duane Reade

[fb.me/2G6wUzDUW](http://fb.me/2G6wUzDUW)


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Happy St. Patrick's Day! [ow.ly/i/4V7iv](http://ow.ly/i/4V7iv)


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**Duane Reade** @DuaneReade · Mar 16

Laugh your socks off at Comedy at Beauty Bar tonight at 8pm, 231 E. 14th St.

[ow.ly/i/4UJjm](http://ow.ly/i/4UJjm)


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**Duane Reade** @DuaneReade · Mar 16

Have you met our holographic virtual greeter? Meet her at the #DuaneReade


flagship store at 40 Wall... [instagram.com/p/InfoYdBKSU/](http://instagram.com/p/InfoYdBKSU/)


https://twitter.com/DuaneReade


3/31/2014


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**Duane Reade** @DuaneReade · Mar 16  
 Today is Lips Appreciation Day. Keep your lips smooth and healthy by exfoliating at least once a week. [ow.ly/i/4UJiF](http://ow.ly/i/4UJiF)  
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**Duane Reade** @DuaneReade · Mar 16  
 Keep calm & get your Irish on at the Brooklyn St. Patrick's Day Parade today at 1pm at 15th St. & Prospect Park W. [ow.ly/i/4UJig](http://ow.ly/i/4UJig)  
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**Duane Reade** @DuaneReade · Mar 16  
 "Life is like riding a bicycle. To keep your balance you must keep moving." ~ Einstein Image: [flickr.com/22226332@N00/1...](http://flickr.com/22226332@N00/1...) [ow.ly/i/4UJf9](http://ow.ly/i/4UJf9)  
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**Duane Reade** @DuaneReade · Mar 15  
 Have a great Saturday night!  
 Image via: [flickr.com/photos/actor21...](http://flickr.com/photos/actor21...) [ow.ly/i/4Uk0r](http://ow.ly/i/4Uk0r)  
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**Duane Reade** @DuaneReade · Mar 15  
 See dance defy gravity at the Dzul Dance performance today at 4pm at El Museo del Barrio 1230 Fifth Ave. [ow.ly/i/4UjZV](http://ow.ly/i/4UjZV)  
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**Duane Reade** @DuaneReade · Mar 15  
 Take a free tour of the Union Square neighborhood today at 2pm. Meet at the Abraham Lincoln statue. [ow.ly/i/4UjZ8](http://ow.ly/i/4UjZ8)  
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**Duane Reade** @DuaneReade · Mar 15


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"A life of happiness, pea  
Steve Maraboli

Image via: [flickr.com/photos/marf81/...](http://flickr.com/photos/marf81/...) [ow.ly/i/4UjYk](http://ow.ly/i/4UjYk)


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**Duane Reade** @DuaneReade · Mar 14  
:) Have a great evening @AMRmusicNYC

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**Snack Fixation** @SnackFixation · Mar 14  
Wanna be Irish for a day? @DuaneReade's here to help this #StPatricksDay!  
[bit.ly/1cZSi2O](http://bit.ly/1cZSi2O) #DRStPattys #shop [pic.twitter.com/Gdrn21OtBn](http://pic.twitter.com/Gdrn21OtBn)



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**SavvyMomNYC - Ker** @SavvyMomNYC · Mar 14



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**Duane Reade** @DuaneReade · Mar 14  
Helloooooo weekend! Who's going where tonight? [ow.ly/i/4TsrJ](http://ow.ly/i/4TsrJ)  
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**Duane Reade** @DuaneReade · Mar 14  
Get in shape #NYC at the free cardio sculpt class tonight at 7pm at McDonald Park House, Staten Island [ow.ly/i/4TsrD](http://ow.ly/i/4TsrD)  
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**Chelsie Gosk** @ChelsieGosk · Mar 14  
In a pinch, a fancy @DuaneReade makeover is really a beautiful thing. Way more zen than @Sephora.  
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**nicole feliciano** @Momtrends · Mar 14  
Sharing some of our favorite green #beauty trends from @DuaneReade for St.Patrick's Day #CollectiveBias #DRStPattys [momtrends.com/2014/03/green-...](http://momtrends.com/2014/03/green-...)  
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**Duane Reade** @DuaneReade · Mar 14  
Crunch, crunch Munch! It's National Potato Chip Day! Enjoy! [ow.ly/i/4TsQG](http://ow.ly/i/4TsQG)  
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**Duane Reade** @DuaneReade · Mar 14  
It's Flashback Friday! Can you guess where in #NYC this is? Name the street or the building. [ow.ly/i/4TspU](http://ow.ly/i/4TspU)  
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[pic.twitter.com/uGTc3k1Mii](http://pic.twitter.com/uGTc3k1Mii)

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**Richard Barry** @RichardBarry11 · Mar 18

@DuaneReade worst store in NYC!!

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**Aaron Edwards** @aaronmedwards · Mar 18

@DuaneReade @KatieHeigl omg guys this

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**Anthony B. L. Smith** @AnthonyBLSmith · Mar 18

@DuaneReade @KatieHeigl ROFL

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**The Mutiny Company** @MutinyCo · Mar 18@DuaneReade @KatieHeigl Wait. Are you really using a paparazzi photo in  
your promoted Twitter ad? Is this real? [twitter.com/duanereade/sta...](https://twitter.com/duanereade/status/2446025035312947200)

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**Sara Martinez** @heysarajean · Mar 18Probably getting some ZzzQuil. MT @DuaneReade Love a quick DR run? Even  
@KatieHeigl can't resist shopping ... [pic.twitter.com/WNRxklk8Zi](https://pic.twitter.com/WNRxklk8Zi)

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**The Moe Dome** @The\_MOE\_Dome · Mar 18@DuaneReade @KatieHeigl I remember her! She was Vlandra on WB's  
"Roswell"- I wondered what happened to her. #StarCrossed on CW watch it

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**Smith Canteen** @smithcanteen · Mar 18

@MutinyCo @DuaneReade @KatieHeigl Agreed. Tacky.

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**NICHOLAS MEGALIS** @nicholasmegalis · Mar 18@DuaneReade @KatieHeigl oh my god that's crazy! She's a human  
being????!!!!

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**Adam Baran** @ABaran999 · Mar 18@DuaneReade: Even @KatieHeigl can't resist shopping #NYC's favorite  
drugstore [bit.ly/1gLHctI](https://bit.ly/1gLHctI) [pic.twitter.com/7a8Bb7ERXM](https://pic.twitter.com/7a8Bb7ERXM) @JefferySelf

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**Joey Boots** @JoeyBoots · Mar 18



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**Eric @ramseur** · Mar 18

**@DuaneReade @KatieHeigl** looks like she's in the burbs

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**Y Y @NurseDiaZzz** · Mar 18

**@DuaneReade @KatieHeigl**

I'm in good company, who doesn't love **@DuaneReade**? at 3am, there's nothing you can't buy.

**#DuaneReade** **#NYCLife**

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**Eric Walkuski @ericwalkuski** · Mar 18

**@DuaneReade** Actually she works there now.

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**Bard Edlund @edlundart** · Mar 18

**@DuaneReade** Oh wow, I wonder if she uses ConEdison and Time Warner Cable too!!?1!?

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# **Exhibit C**



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**Duane Reade**

Don't you just love a quick #DuaneReade run? Even Katherine Heigl can't resist shopping at #NYC's most convenient drugstore!

Image via: [justjared.com/photo-gallery/3073133/katherine-heigl-signs-with-wme-leaves-caa-02/](http://justjared.com/photo-gallery/3073133/katherine-heigl-signs-with-wme-leaves-caa-02/)

John Price, Lenetta Pesotini, Larisa Keil and 100 others like this.

1 share



**Kat Ja** Duane Reade save us whenever we are in new york, right Philipp ?

March 18 at 1:46pm · 2



**Kylie Little** Yes it saved me too! Looooove Duane!

March 18 at 1:48pm · 2



**Lawrence James** Do your employees still get paid minimum wage?

March 18 at 9:00pm



**Vangely F. Cabrera-Valerio** Yes ^^ LOL

March 18 at 10:36pm

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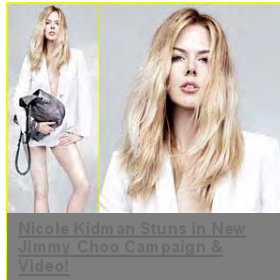
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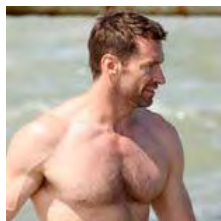
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Katherine Heigl Is Really Glowing as Mark Tallman's Fiancee!



Katherine Heigl Cannot Stop Smiling on 'State of Affairs' Set!



Katherine Heigl Is Counseling Alfre Woodard in 'State of Affairs'!



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