

Yes to

**NEW**

Premium  
Haircare at *Boots*

**NEW** 10 brands and  
over 400 new products

REDKEN  
5TH AVENUE NYC

COLORWOW

Ouai

WELLA  
PROFESSIONALS

matrix

Briogeo

drybar

FUL

L'ORÉAL  
PARIS

PUREOLOGY  
PROFESSIONAL COLOR CARE

**OVER**  
2,500

haircare products  
available in store and  
online at Boots including  
existing cult favorites



COCO&EVE

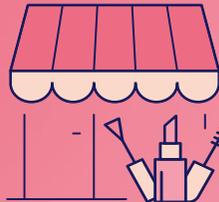
ARKIVE  
HEADCARE

PHILIP KINGSLEY

Bumble and bumble.

**NEW**

Content-led haircare hub for  
expert education and advice



**OVER**  
500  
beauty brands in  
stores and online



**OVER**  
a third of customers  
(35%) have purchased  
a haircare product  
from Boots in the  
last 6 months

Next Day Click &  
Collect available at  
1,600 Boots Stores  
nationwide  
**Click &  
Collect**



LIVE  
TRUE  
LONDON

*Boots*

New Live True  
London X Boots  
salon-led retail  
space open now



**NEW**

Boots is trialling a new  
'Haircare Specialist'  
role in stores to offer  
personalised expertise  
and product advice  
to customers



Top-to-toe premium beauty  
offering for the first time

boots.com is the  
UK's #1 most visited

health and beauty  
website