



International Retail

Boots ROB (Retail Own Brand) Creative Summary Pack

May 2025

CONTENTS

PERSONALISE
YOUR REGIME



INGREDIENTS
HYALURONIC ACID
MOISTURISER
30 ml e 1 US FL. OZ.

HELPS
IMPROVE SKIN
ELASTICITY

+

SKIN FEELS
INTENSELY
MOISTURISED



INGREDIENTS
SALICYLIC ACID
SERUM
30 ml e 1 US FL. OZ.

Boots Ingredients



Boots
COLLAGEN

YOUTH ACTIVATING
DAY CREAM | SPF30

YOUNGER LOOKING SKIN

Helps reduce the appearance of wrinkles and improve the feeling of firmness for smoother skin.

Suitable for all skin types

Boots Collagen

Boots
DermaCare™

Triple Ceramide Complex

Developed with triple ceramide complex to replenish and fortify the natural skin barrier for moisturised and protected skin.



Boots
DermaCare™
Ceramides
Moisturising Cream
Triple Ceramide Complex
+ Shea Butter
+ Glycerine
Suitable for all skin types, including sensitive



Boots
DermaCare™
Ceramides
Hydrating Cleanser
Triple Ceramide Complex
+ Hyaluronic Acid
+ Vitamin E
Suitable for all skin types, including sensitive

Boots DermaCare

Boots
Glow

Brightening Mist
Skin looks hydrated + radiant

Our Boots Glow microfine mist refreshes and brightens skin tone, leaving it feeling hydrated and looking radiant.



Boots Glow

Clear the way to
confident skin.

Tea tree clears, witch hazel calms.



Boots Tea Tree & Witch Hazel

Boots
vitamin
C

Brighter looking
skin in 7 days

with
2X vitamin C
and YUZU



Boots Vitamin C

STORE LOCATION EXAMPLES



Gondola End Header Graphic



Barker Card



Info Graphic

Boots

INGREDIENTS

BOOTS INGREDIENTS

PERSONALISE YOUR REGIME



Boots
INGREDIENTS
HYALURONIC
ACID
MOISTURISER
30 ml e 1 US FL. Oz.



+

SKIN FEELS
INTENSELY
MOISTURISED



HELPS
IMPROVE SKIN
ELASTICITY



Boots
INGREDIENTS
SALICYLIC
ACID
SERUM
30 ml e 1 US FL. Oz.

Boots Ingredients_Info Card 150x150mm

PERSONALISE YOUR REGIME



Boots
INGREDIENTS
HYALURONIC
ACID
MOISTURISER
30 ml e 1 US FL. Oz.



+

SKIN FEELS
INTENSELY
MOISTURISED



HELPS
IMPROVE SKIN
ELASTICITY



Boots
INGREDIENTS
SALICYLIC
ACID
SERUM
30 ml e 1 US FL. Oz.

Boots Ingredients_Barker Card 75x150mm

BOOTS INGREDIENTS



INGREDIENTS

PERSONALISE
YOUR REGIME

HELPS IMPROVE
SKIN ELASTICITY



Boots
INGREDIENTS
HYALURONIC
ACID
MOISTURISER
30 ml e 1 US FL. Oz.



Boots
INGREDIENTS
SALICYLIC
ACID
SERUM
30 ml e 1 US FL. Oz.

SKIN LOOKS AND
FEELS HEALTHIER



Boots
INGREDIENTS
VITAMIN C
SERUM



Boots
INGREDIENTS
RETINOL
EYE
CREAM
15 ml e 0.5 FL. Oz.

SKIN FEELS
LESS OILY

REMOVES EXCESS OIL
FROM PORES



Boots
INGREDIENTS
RETINOL
NIGHT MOISTURISER
30 ml e 1 FL. Oz.

BETTER
THAN
1/2
PRICE

on xxx

PERSONALISE
YOUR REGIME

Boots
INGREDIENTS

NIACINAMIDE
CLAY MASK
30ml e 1FL.Oz.

NIACINAMIDE
SERUM
30ml e 1FL.Oz.

Boots
COLLAGEN

BOOTS COLLAGEN



Collagen_Info Card 150x150mm



Collagen_Barker Card 75x150mm

BOOTS COLLAGEN

Boots

COLLAGEN

YOUNGER LOOKING SKIN

YOUTH ACTIVATING
DAY CREAM | SPF30

Helps reduce the appearance of wrinkles and improve the feeling of firmness for smoother skin.

YOUTH ACTIVATING SERUM
Deeply Nourishing Serum

Helps to reduce the appearance of wrinkles for smooth and nourished skin.

YOUTH ACTIVATING
EYE SERUM

Reduces the appearance of dark circles and puffiness

NIGHT CREAM

Helps to reduce the appearance of wrinkles and helps aging skin recover overnight.

Boots

COLLAGEN

YOUTH ACTIVATING SERUM
Deeply Nourishing Serum

Helps to reduce the appearance of wrinkles for smooth and nourished skin.
Suitable for all skin types

30 ml e 1 FL. Oz.

Boots

COLLAGEN

YOUTH ACTIVATING
EYE SERUM

Reduces the appearance of dark circles and puffiness

15 ml e 0.5 FL. Oz.

Boots

COLLAGEN

YOUTH ACTIVATING
DAY CREAM | SPF30

Boots

COLLAGEN

YOUTH ACTIVATING
NIGHT CREAM

BOOTS COLLAGEN

BETTER
THAN
1/2
PRICE

on xxx

Boots
COLLAGEN
YOUNGER LOOKING SKIN

Boots
COLLAGEN
YOUTH ACTIVATING SERUM
Deeply Nourishing Serum
Helps to reduce the appearance of wrinkles,
fine lines and sunken eyes.
Suitable for all skin types.
30 ml e 1 FL Oz

Boots
COLLAGEN
YOUTH ACTIVATING
EYE SERUM
Reduces the
appearance of dark
circles and puffiness.
15 ml e 0.5 FL Oz

Boots
COLLAGEN
YOUTH ACTIVATING
DAY CREAM SPF30

Boots
COLLAGEN
YOUTH ACTIVATING
NIGHT CREAM

Collagen_GE Header 50-50 2025_725x433mm

Boots

DermaCare™

BOOTS DERMACARE



Triple Ceramide Complex

Developed with triple ceramide complex to replenish and fortify the natural skin barrier for moisturised and protected skin.



DermaCare_Info Card 150x150mm



Triple Ceramide Complex



DermaCare_Barker Card 75x150mm

BOOTS DERMACARE



Triple Ceramide Complex

Developed with triple ceramide complex to replenish and fortify the natural skin barrier for moisturised and protected skin.



Refining Serum
30ml



Conditioning Eye Balm
15ml



Moisturising Cream
50ml



Intense Hydration Serum
30ml



Hydrating Cleanser
250ml

BETTER
THAN
1/2
PRICE

on xxx



Refining Serum
30ml



Conditioning Eye Balm
15ml



Moisturising Cream
50ml



Intense Hydration Serum
30ml



Hydrating Cleanser
250ml

Triple Ceramide Complex

Developed with triple ceramide complex to replenish and fortify the natural skin barrier for moisturised and protected skin.

Boots
DermaCare™

Boots

Glow

BOOTS GLOW

Boots
Glow

Brightening Mist

Skin looks hydrated
+ radiant

Our Boots Glow microfine mist refreshes and brightens skin tone, leaving it feeling hydrated and looking radiant.



GLOW_Info Card 150x150mm

Boots
Glow

Gives skin an instant,
youthful radiance



GLOW_Barker Card 75x150mm

BOOTS GLOW

Boots
Glow

Gives skin an
instant, youthful
radiance



GLOW_Gondola End 2025_725x433mm

BOOTS GLOW

BETTER
THAN
1/2
PRICE
on xxx

Boots
Glow
Gives skin an instant,
youthful radiance



Boots tea tree &
witch hazel



TT&WH_Info Card 150x150mm



TT&WH_Barker Card 75x150mm



BETTER
THAN
1/2
PRICE

on xxx

Boots tea tree &
witch hazel

Clear the way to **confident skin.**

Tea tree clears, witch hazel calms.



Boots

vitamin

C

BOOTS VIT C



Vit C_Info Card 150x150mm



Vit C_Barker Card 75x150mm

Boots

vitamin

C

Brighter looking skin

in 7 days

with

2X

vitamin C and YUZU

Boots

vitamin

C

brightening

moisturising cream

brighter skin within 7 days

moisturises for radiant skin

with 2X vitamin C and YUZU

FOR ALL SKIN TYPES

50 ml e

Boots

vitamin

C

brightening

toning water

brighter skin within 7 days*

helps pores look tightened

and feel refined

ในหนึ่งสัปดาห์ ช่วยขจัดสิ่งสกปรกจากผิว

รูขุมขนดูเล็กลง ผิวดูกระชับใน 7 วัน*

with 2X vitamin C and YUZU

FOR ALL SKIN TYPES

100 ml e

Boots

vitamin

C

brightening

body serum

brighter skin within 7 days*

studies for glowing and nourished

ซีรัมวิตามินซีบำรุงผิว

เพื่อผิวดูกระจ่างใสใน 7 วัน*

with 2X vitamin C and YUZU

FOR ALL SKIN TYPES

180 ml e

BETTER
THAN
1/2
PRICE

on xxx

Boots
vitamin
C

Brighter looking skin
in 7 days

with
2X
vitamin C
and YUZU

brightening
moisturising cream

brighter skin within 7 days

moisturises for radiant skin

with
2X
vitamin C
and yuzu

FOR ALL SKIN TYPES

50 ml e

brightening
toning water

brighter skin within 7 days*

helps pores look tightened
and feel refined

เพิ่มความกระจ่างใสให้ผิว
รูขุมขนดูเล็กลงและเรียบเนียน

with
2X
vitamin C
and yuzu

FOR ALL SKIN TYPES

100 ml e

brightening
body serum

brighter skin within 7 days*

hydrates for glowing and nourished
skin

เพิ่มความกระจ่างใสให้ผิว
ให้ความชุ่มชื้นและบำรุงผิว

with
2X
vitamin C
and yuzu

FOR ALL SKIN TYPES

180 ml e

Vit C_GE Header 50-50 725x433mm



Thank you

