



International Retail

Boots ROB (Retail Own Brand) Creative Summary Pack

May 2025

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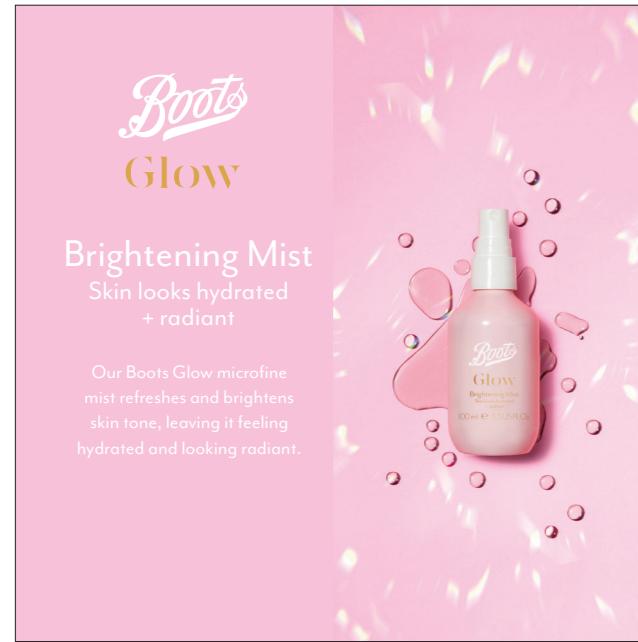
Boots Ingredients



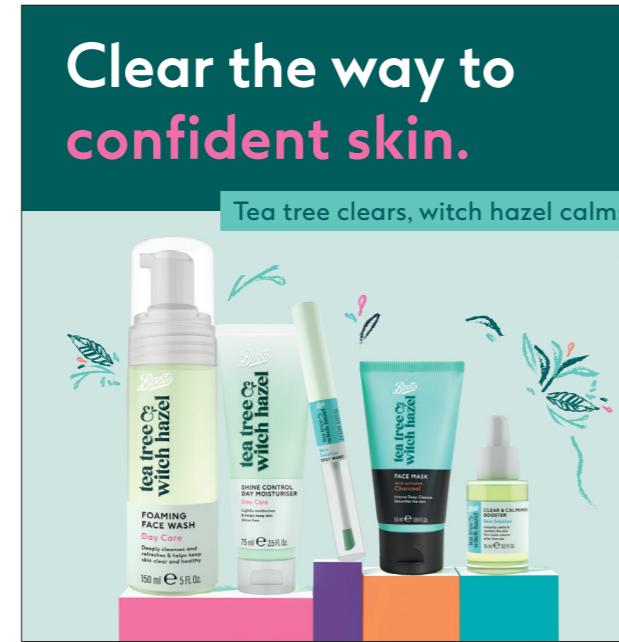
Boots Collagen



Boots DermaCare



Boots Glow



Boots Tea Tree & Witch Hazel



Boots Vitamin C

STORE LOCATION EXAMPLES



Gondola End Header Graphic



Barker Card



Info Graphic



INGREDIENTS

BOOTS INGREDIENTS

PERSONALISE YOUR REGIME



Boots Ingredients_Info Card 150x150mm

PERSONALISE YOUR REGIME



Boots Ingredients_Barker Card 75x150mr

BOOTS INGREDIENTS



The image features five Boots Ingredients skincare products arranged on a light pink background. From left to right: a tube of Retinol Night Moisturiser (30ml/1 US fl. Oz) with the text 'REMOTES EXCESS OIL FROM PORES'; a tube of Hyaluronic Acid Moisturiser (30ml/1 US fl. Oz) with the text 'HELPS IMPROVE SKIN ELASTICITY'; a bottle of Salicylic Acid Serum (30ml/1 US fl. Oz) with the text 'SKIN FEELS INTENSELY MOISTURISED'; a bottle of Vitamin C Serum (15ml/0.5 fl. Oz) with the text 'SKIN LOOKS AND FEELS HEALTHIER'; and a tube of Retinol Eye Cream (15ml/0.5 fl. Oz) with the text 'SKIN FEELS LESS OILY'. The products are connected by thin black lines, forming a visual flow from left to right.

Boots
INGREDIENTS

PERSONALISE YOUR REGIME

REMOTES EXCESS OIL FROM PORES

HELPS IMPROVE SKIN ELASTICITY

SKIN FEELS INTENSELY MOISTURISED

SKIN LOOKS AND FEELS HEALTHIER

SKIN FEELS LESS OILY

Boots Ingredients_GE Header 725x433mm

BOOTS INGREDIENTS



**BETTER
THAN
1/2
PRICE**
on XXX

PERSONALISE
YOUR REGIME

Boots
INGREDIENTS

NIACINAMIDE
CLAY MASK
30 ml (1 fl. oz.)

NIACINAMIDE
SERUM
30 ml (1 fl. oz.)

Boots
INGREDIENTS

The image features a red circular graphic on the left containing promotional text. To the right is a product shot of Boots Ingredients skincare items: a clay mask tube and a niacinamide serum bottle, each with a small sample dish containing their respective products.

Boots Ingredients_GE Header 50-50 725x433mm

Boots
COLLAGEN

BOOTS COLLAGEN



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

Collagen_Info Card 150x150mm



Collagen_Barker Card 75x150mm

BOOTS COLLAGEN



Collagen_GE Header 2025_725x433mm

BOOTS COLLAGEN

BETTER
THAN
1/2
PRICE

on XXX



Collagen_GE Header 50-50 2025_725x433mm

Boots
DermaCare™

BOOTS DERMACARE



DermaCare_Info Card 150x150mm



DermaCare_Barker Card 75x150mm





**BETTER THAN
1/2 PRICE**
on XXX

Triple Ceramide Complex

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

Boots DermaCare™

Refining Serum 30ml

Conditioning Eye Balm 15ml

Moisturising Cream 50ml

Intense Hydration Serum 30ml

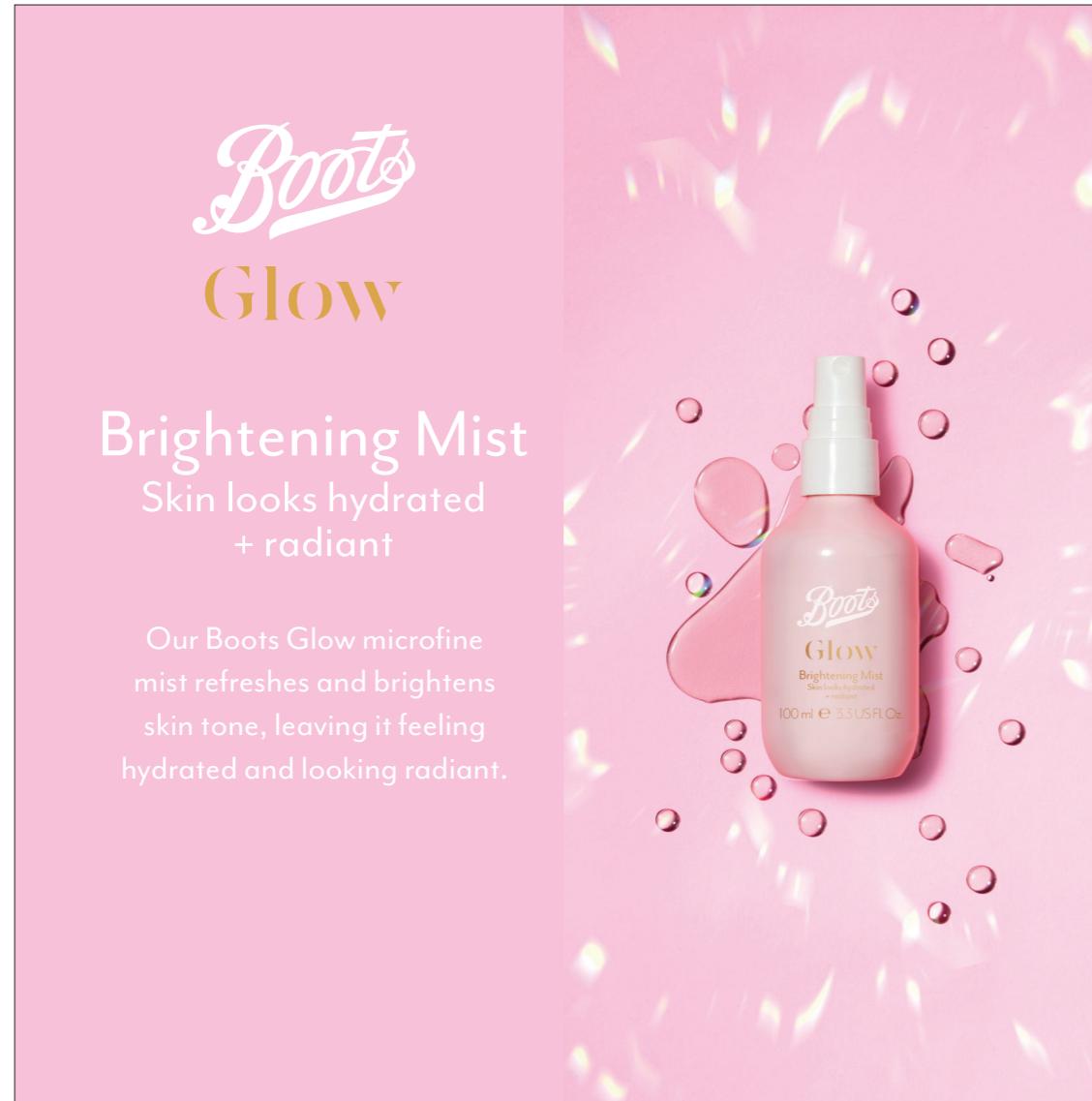
Hydrating Cleanser 250ml

The display board features a large red circle on the left containing the promotional text 'BETTER THAN 1/2 PRICE on XXX'. To the right of the circle are five product images arranged in a grid. The first row contains a small bottle of 'Refining Serum' and a small tube of 'Conditioning Eye Balm'. The second row contains a larger tube of 'Moisturising Cream' and a small bottle of 'Intense Hydration Serum'. The third row contains a large bottle of 'Hydrating Cleanser'. The background is divided into five vertical color-coded sections: purple, red, pink, blue, and teal, each corresponding to one of the products. The 'Boots DermaCare™' logo is positioned in the top right corner of the board.

Boots

GLOW

BOOTS GLOW



GLOW_Info Card 150x150mm



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

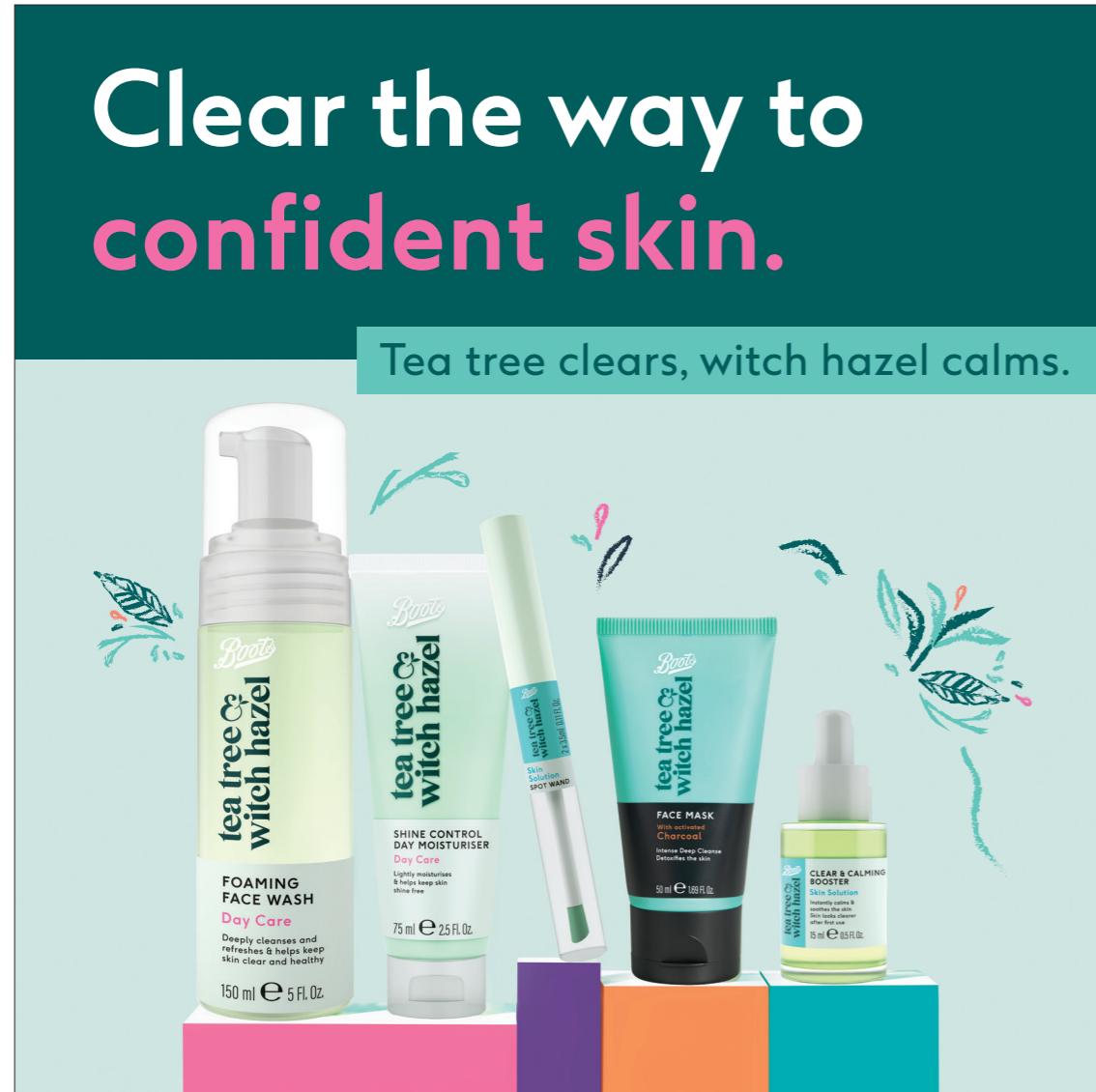


GLOW

Gives skin an instant,
youthful radiance



 tea tree &
witch hazel



TT&WH_Info Card 150x150mm



TT&WH_Barker Card 75x150mm

Boots
tea tree &
witch hazel

Clear the way to
confident skin.

Tea tree clears, witch hazel calms.

Refresh your skincare regime with the
natural benefits of tea tree & witch
hazel for clear, healthy-looking skin.



**BETTER
THAN
1/2
PRICE**
on XXX

Boots **tea tree &
witch hazel**

Clear the way to **confident skin.**

Tea tree clears, witch hazel calms.



The image displays five products from the Boots Tea Tree & Witch Hazel range, arranged on a tiered stand. From left to right: a 150ml white pump bottle of 'FOAMING FACE WASH' (Day Care); a 75ml white tube of 'SHINE CONTROL DAY MOISTURISER' (Day Care); a white tube of 'Skin Solution SPOT WAND' with a green applicator; a 50ml teal tube of 'FACE MASK' (Intense Detoxified Charcoal); and a small teal bottle of 'CLEAR & CALMING BOOSTER' (Skin Solution). The background is teal with the 'Boots' logo and the product name.

Boots

vitamin

C

BOOTS VIT C



Vit C_Barker Card 75x150mm

BOOTS VIT C



Vit C_GE Header 725x433mm

BOOTS VIT C



The advertisement features a large red circle on the left containing the text 'BETTER THAN 1/2 PRICE on XXX'. To the right, a yellow circle contains the text 'Boots vitamin C Brighter looking skin in 7 days' and 'with 2X vitamin C and YUZU'. Below these circles are three skincare products: a small orange jar of 'brightening moisturising cream' (50 ml), a white bottle of 'brightening toning water' (100 ml), and a larger orange tube of 'brightening body serum' (180 ml). The background is a yellow gradient with orange slices.

**BETTER THAN
1/2 PRICE**
on XXX

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
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
FOR ALL SKIN TYPES
100 ml e

Boots
vitamin
C
brightening
body serum
brighter skin within 7 days*
moisturises for glowing and nourished
skin
FOR ALL SKIN TYPES
180 ml e

Vit C_GE Header 50-50 725x433mm

Boots

Thank you