

Our position on healthier living

Improving the health and wellbeing of our customers is an absolute priority for Boots. We are fully committed to supporting our customers with their personal healthy living goals. Our ambition is to offer an appealing, affordable, high quality and accessible range of Boots brand products that support a healthy lifestyle.

Healthier living remains at the heart of our product development strategy. We will continue to:

- Develop our range of lunchtime foods, drinks and snacking products in accordance with healthy eating guidelines for fat, saturated fat, salt and sugars in particular
- Provide clear and informative nutrition labelling
- Develop our range of products to support breastfeeding mothers and our offering of baby and toddler foods and drinks
- Offer an extensive range of vitamins and nutritional supplements to complement a healthy diet
- Offer a range of products and services to help our customers manage their weight
- Help our customers make positive changes in their lives to improve their health such as stopping smoking and being more physically active

We will deliver healthy living policies that focus our efforts, demonstrate our responsible approach and ensure that our ambition becomes a reality for our customers.

Dick Metcalfe
Head of Quality and CSR