

# VALUE AT **BOOTS**

Our biggest ever package of value initiatives

As pockets are squeezed, Boots is committed to offering customers great value and the best deals. Whether through the thousands of promotions each month or via everyday low prices, Boots has got it covered.

## EVERY-DAY VALUE

- More than 1,000 essentials for £2 and under
- Our own label Boots Brand range has more than 100 lines priced at £1 or less
- Over 1,300 promotions are available in stores and online at any one time
- Boots £10 Tuesday flash deals offer amazing savings on favourite products every week
- New, affordable makeup ranges from 17 and MakeUp Revolution

## OUR BIGGEST EVER OWN BRAND RANGE

- Over 1,500 prices frozen across Boots brand products
- Boots Own Brand range has over 11,000 lines, across beauty, health, wellness and baby
- It offers best value prices, starting from as low as 40p
- Boots brand promises great quality, based on decades of research and science

## BOOTS PRICE ADVANTAGE

- Price Advantage offers Boots Advantage Card members exclusive savings on over 400 products each month
- Over 1 million customers have shopped the deals so far, saving over £8m
- The scheme includes categories across beauty, health, wellness and baby
- The average saving is £2.65 per product, with some items up to 50% off and savings as big as £17
- The pink price tickets in stores and online show the savings that can be made
- The aim is to extend the range further to over 1,000 products. Watch this space!