서울 SEOUL BLOOM 피움

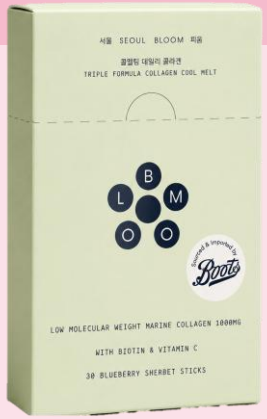
Re-imagining the K-Beauty playbook, Boots exclusively launches **Seoul Bloom.** The range is sourced & imported directly from Seoul & inspired by Bom, meaning springtime & new beginnings. The range is all about beauty-first wellness, designed to help your natural radiance bloom from within. It's a nod to Korea's bloom skin trend, which prioritises healthy, radiant and naturally resilient skin. Seoul Bloom products are exclusively available in-store and on boots.com. Shop the full K-Wellness range at Boots.



Triple Formula Retinol Melt
트리플 멜팅 레티놀
£12

Contains retinyl acetate, a carefully selected form of vitamin A, contributing to the maintenance of normal skin and wider skincare benefits.

A high strength combination of vitamin A, B5, C and collagen in a sour lemon sherbet for everyday support across beauty routines.



Triple Formula Collagen Cool Melt
쿨멜팅 데일리 콜라겐
£12

Features low molecular weight marine collagen, carefully hydrolysed into smaller collagen peptides for a refined & easily absorbed form.

The formula blends marine collagen with biotin and vitamin C in a smooth blueberry flavour powder to complement daily beauty regimes.



High Strength Beauty Shot
비오틴 콜라겐 뷰티샷
£18

Featuring refined, low molecular weight marine collagen, hydrolysed into smaller collagen peptides.

Enhances beauty routines with a blend of marine collagen, biotin, hyaluronic acid and elastin peptides, in an easy-to-drink sweet cherry & lemon flavour shot.

For further information, samples or imagery please contact Media.Enquiries@boots.co.uk

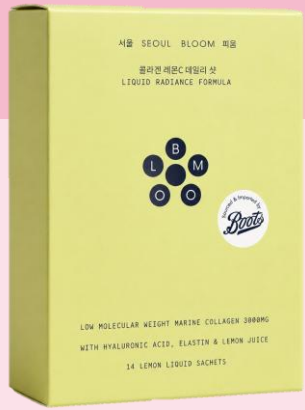
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Drinkable Hyaluronic Acid
마시는 히알루론산
£10

Formulated with hyaluronic acid, a naturally occurring molecule that helps lock in hydration to keep your skin moisturised.

Elevate hydration and support the skin's natural barrier for a flawless finish with these easy-to-drink green apple sachets.



Liquid Radiance Formula
콜라겐 레몬C 데일리 샷
£10

An ultra-refined Marine Collagen mix that will help keep skin glowing from within.

Containing the ultimate skin care combo, with marine collagen, biotin and vitamin C, the formula is available in a delightful blueberry flavour.

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