

Boots launches No7 skincare for men



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Press Release Author: [Boots](#)

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Press Release Summary: Boots has found in research that nine out of ten men think cosmetics and clothes give them more pulling power than a car and in response has launched a brand new range of skincare catering specifically for men

Press Release Body: According to research from **Boots** nine out of ten men think cosmetics and clothes give them more pulling power than a car. With men spending on average three hours preening themselves and seven out of ten admitting to using concealer, **Boots** has launched a brand new range of products that specifically cater for men's skincare needs.



Enter the new [No7 for Men](#) which has used seventy years of leading skincare expertise to develop eleven products just for men. The hardworking formulations are designed to deliver real results and as well as achieving great looking skin, the slick packaging means men will be proud to park the range on their bathroom shelf.

[Boots](#) also has good news for men (but unfortunate for the girls) in that their skin has a higher collagen content and a slower loss rate compared to women, meaning younger looking, firmer skin for longer. Men's skin is also twice as oily as women's, something that actually increases with age. However, despite the extra oil their skin can lose

up to 60% more moisture than women. Though, on the down side, the perils of the razor blade and constant shaving can mean men lose elasticity from their skin (something women don't have to worry about).

So, the make-up of men's skin is unique and therefore there is a need for unique [mens skincare](#) products that can protect the skin barrier, decrease water loss, yet are light enough to prevent an oil slick and **No7 for men** provides the perfect tools of the trade.

The range contains eleven lines – everything from face washes and a shave recovery balm through to a men's version of the infamous **[Protect & Perfect Anti-Ageing Serum](#)**.

No7 for Men is being made exclusive to boots.com for the first week of sale before going into **Boots** high street stores.

About

Boots

Boots is the UK's leading retailer of beauty products, [skincare products](#) and health products, with thousands of products from prestigious brands, as well as exclusive brands that can't be found anywhere else in the UK, either on the high street or online.

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