

Boots Beauty Boutique increases its offering with five new brands



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Press Release Summary: Boots has introduced five new brands to its online shop for niche beauty brands including cult skincare lines and luxury body care for its Boots Beauty Boutique

Press Release Body: **Boots.com** is thrilled to announce the launch of five new brands to its **Beauty Boutique**, which only opened its 'virtual doors' in Autumn 2007, increasing its already attractive offering of niche and coveted brands.

Boots Beauty Boutique is the beautifully 'boudoiresque' website for all those 'beauty addicts' out there, giving access to an array of the most sought after, exclusive skin, body and hair care brands from all over the world that are not readily available on the high street.

Thousands of customers have already treated themselves to renowned brands such as **Bliss, This Works, MOP and Dr. Nick Lowe** since the launch of the site in September 2007. But if that wasn't enough, now there is even more to find in the virtual boutique, from all the far-flung corners of the world.

ZPM is to wash bags what Mulberry is to handbags. Named after the founder Zoe Phayre-Mudge, ZPM combines bright colours and fabulous fabrics to create beauty and toiletry bags that are stylish as well as practical, so owners will leave them lying around for all and sundry to see.

Other brands introduced into the range focus on the more natural side of beauty. They include well-established, famous natural brands such as Swiss brand **Weleda** alongside newer names in the beauty world. One of the relative newcomers in natural beauty is the Greek skin and haircare brand **Korres**, whose roots are firmly planted in homeopathy. As a naturals brand Korres gleans most of its ingredients from four sources - Greek flora, foodstuffs such as honey, medicinal herbs and efficacious natural ingredients such as Hibiscus and Wild Mango.

Jo Woods is famed for being a model as well as a rock star's wife. However, a lesser known fact is that Jo has been a committed pioneer to the organic lifestyle for the past eighteen years and has now created **Jo Woods Organics**. It comprises two

ranges of totally organic bath and body products - **Jo Woods Organics Everyday Range** plus a more decadent gift range.

The fifth new brand is the paraben-free toiletries range **Yes to Carrots**, a hair, skin and bodycare range that harnesses beta-carotene, well known for its anti-ageing and anti-oxidant properties. This is combined with minerals from Dead Sea Mud to cleanse and detoxify skin.

Celeste Sinclair, Beauty Buyer for boots.com said: *"Beauty Boutique has been very successful in its first year, with many of our customers discovering smaller niche brands that previously they may not have come across. We know many of our loyal customers want to see and experiment with brands that they might not have had access to before, so we are delighted to be able to introduce these five additional brands, and can't wait to hear what they think."*

As well as these five exciting new brands, many of the existing brands will be extending their offering on **Boots Beauty Boutique**, including sets of gorgeous Christmas beauty products. **Bliss, Burts Bees, Caudalie, Triology and Balance Me** will all be introducing innovative new products for people to check out and enjoy. So overall there will be much more for customers to get their mitts on.

About

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