

Boots.com Announces New Campaign of Beauty Competitions

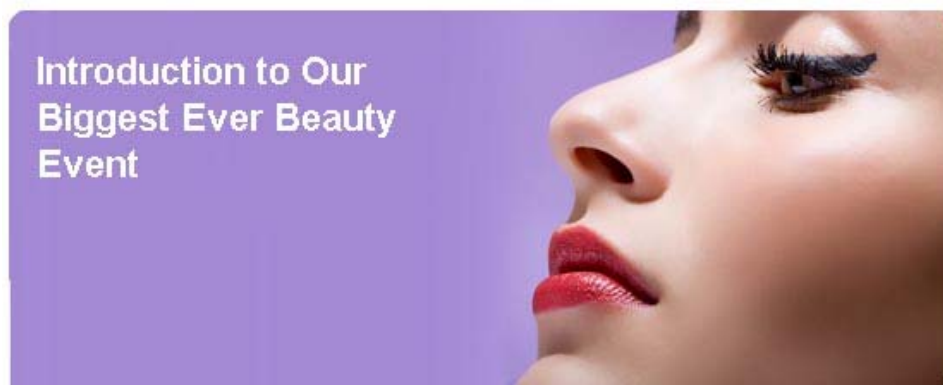


Released on: September 17, 2008, 5:22 am

Press Release Author: [Boots](#)

Industry: [Retail](#)

Press Release Summary: Boots.com launches a campaign of unique beauty competitions with priceless prizes



Press Release Body: Everyone loves the chance to win something for nothing and so boots.com has launched a campaign of alluring beauty competitions to celebrate its **'Biggest Ever Beauty Event'**.

[Boots.com](#) has given itself a makeover for a beautiful new look and to celebrate has launched its **'Biggest Ever Beauty Event'**. As part of this, every day for the next month, the site will feature inspirational [beauty competitions](#) including once in a lifetime prizes such as winning front row seats to a show at **London Fashion Week**, or receiving a make-over with '10 Years Younger' presenter **Nicky Hambleton-Jones**.

However, the beauty event itself is about much more than inspirational competitions. It includes access to beauty advice, great new looks and [beauty tips](#) from a whole host of industry experts, such as hairdresser **James Brown**, friend and hair stylist to Kate Moss. One of James' top tips is: *"I never spray hairspray directly onto the hair. I spray it onto the tips of my fingers and rub it into the scalp where I want to create volume – on the crown and sides. To smooth hair, spray it onto the palms of your hand, rub together and then use your hands as tools to smooth flyaways down the hair."*

The event comes at the perfect time; September sees **London Fashion Week** which not only showcases next season's fashions, but also the models don make-up looks likely to dominate the industry for the seasons to come.

Amanda Howard, Head of Content for boots.com said: *"We know Autumn can often be overlooked for beauty; there are obviously huge stories around getting ready for summer and by November people are starting to think about their Christmas looks. But in-between, Autumn is really important – not only do we get sneak previews of next season's influences from Fashion Week, but the weather is changing and women can start to see it affect their hair and skin. Our customers have told us that they are desperate for advice and inspiration, so we wanted to give them exactly what they have asked for."*

This biggest ever beauty event simply heralds the changes to content that will be seen on a regular basis on the new **boots.com**. The new site will see the same depth of health and beauty products as ever but now sitting alongside editorial content, such as 'how to' demonstration videos and hints and tips that can be incorporated into everyday routines. To add even more expertise, the site now has its own Beauty editor, **Katie Campbell**, previously deputy beauty editor of Grazia. Katie will be writing a [daily beauty blog](#) to bring readers previews of up and coming launches, product reviews and all her inner thoughts and inspiration on all things beauty.

About

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.

Boots

Boots Pharmacy Superintendent is responsible for healthcare advice provided in relation to Pharmacy medicines and other healthcare advice located within the Boots Pharmacy pages of Boots.com. Boots.com is the trading name of Boots.com Direct Limited (VAT no. 116 3001 29) an Alliance Boots company. All other information and advice on boots.com is the responsibility of Boots.com Direct Limited.

Web Site: <http://www.boots.com>

Contact Details: Carrie Eames

PR Manager

Boots

D90E F07

Thane Road

Nottingham

NG90 1BS

Tel: 0115 959 5995