

Boots reports boom of anti-ageing products for Mothers Day



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Press Release Summary: Sales figures released from Boots show that anti-ageing skincare products – like the cult beauty serum No7 Protect & Perfect - have been flying off the shelves in

the run up to Mother's Day

Press Release Body: New research from **Boots** reveals British Mums want to turn back the years this **Mother's Day**. Sales figures released by **Boots** show that anti-ageing skincare products – like the cult beauty serum **No7 Protect & Perfect** - have been flying off the shelves in the run up to **Mother's Day**.

Boots reports a 516% increase in the sales of its **No7 anti-ageing skincare** lines in the run up to **Mother's Day** this year, compared with the same period last year. In February alone **Boots** sold over 700,000 [No7 anti-ageing products](#), that's an average of over 3,500 every hour.

New consumer research from Boots supports this trend and reveals there's no longer a stigma surrounding buying [anti-wrinkle cream](#) as a gift for an older woman. More than eight out of ten (86%) British Mums said they wouldn't be offended if their children bought them an anti-ageing treatment for **Mothering Sunday** (Omnibus research was carried out with 1,000 mums, from across the UK, by Redshift Research).

However, British children are more cautious with nearly a quarter (23%) saying they wouldn't buy an anti-wrinkle cream for their Mum for fear of offending them. But the message from Mums is clear, 15% of those surveyed chose looking younger as their number one Mother's Day wish, and a further 15% said they'd like more time to themselves for pampering.

But British blokes better watch out as 43% of Mums said they believe it's the responsibility of their partner to make sure they get pampered on [Mothers Day Gifts](#). Furthermore, nearly half (46%) of Mums said they feel embarrassed telling their children what they'd like to receive for Mother's Day.

Fiona Lakin, Beauty Expert from Boots, commented: *"From their first day at school to their wedding day children cause worry for their Mums, and it all adds to the number of wrinkles that appear over the years. This year children across the UK are helping their Mums turn back the clock by giving them the most sought after anti-ageing creams for Mother's Day."*

About

Boots

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