

# Boots No7 for Men launches fake tan to help men banish pale and pasty bodywork



Released on: May 30, 2008, 4:06 am

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Industry: [Healthcare](#)

**Press Release Summary: The Boots brand No7 for Men has introduced two fake tanning products to its range as more men admit to using fake tan**

**Tanning**

A light tan helps you look healthier and brighter. If you've been working hard or had too many late nights, your skin could probably do with some help, which is where we come in.

*"What's so great about No7 Gradual Tan?"*

We've put our skin expertise to work and come up with gentle tanning lotions that are easy to apply and won't rub off on clothes. They moisturise your skin, so you can apply them daily to top up your tan bit-by-bit so no one will even know you've been using a gradual tan.

The image shows two bottles of Boots No7 Gradual Tan products: a larger bottle of 'Body' lotion and a smaller bottle of 'Face' lotion with SPF 15. The bottles are white with gold and black accents.

Press Release Body: **Boots** research has found that more men than ever are using fake tan as part of their grooming routine. The UK's 'hot spot' is the West Midlands, where 39% of men admit to faking it, usually borrowing their

girlfriend's products.

**Boots No7 for Men** claims that it is not just women that will be sporting a summer glow this year. No7 for Men's new gradual tanning range is now available to give metro-sexual males the chance to obtain a natural sun-kissed look from top to toe over the summer months.

The range consists of **No7 Gradual Tan Body**, 200ml and **No7 Gradual Tan Face**, SPF 15, 50ml. Both have a light formulation with an added moisturiser, which is easily absorbed and will discreetly top up colour bit-by-

bit every day, to ensure that the end results look more David Beckham than David Dickinson.

With over seventy years of skincare expertise, this [fake tan for men](#) has been formulated to ensure it's easy to apply and won't streak or rub off on clothes. Plus SPF 15 in the face formula offers daily protection against further environmental damage. What's more, with its sophisticated silver and orange packaging, this is one range that all men will be proud to park on their bathroom shelf.

As well as the results on fake tanning, **Boots** have found also found that 38% of men aged between 25 and 44 admit to using their partner's beauty products. Moisturisers are the most borrowed items but Londoners admitted a penchant for face packs, with almost a third of men saying that they would borrow their girlfriend's face masks.

**Boots** launched the **No7 for Men** range in January 2008. There are eleven products in the range, from Hair & Body Wash to a male version of the now famous Protect & Perfect Anti-Ageing Serum.

#### **About**

**Boots** is the UK's leading retailer of beauty products, including [men's skincare](#) 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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