

Boots.com wins yet more exclusive beauty launches



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Press Release Summary: Boots.com is cementing its position as the leading online beauty retailer with two more exclusive beauty launches

Press Release Body: **Boots.com**, the health and beauty online retailer has won exclusive launches for two more high profile beauty products, **Olay Regenerist Daily 3 Point Treatment Cream** and **YSL's new Everlong Mascara**. Both will launch in the UK in May and will initially only be available at boots.com.



The new [Olay Regenerist Daily 3 Point Treatment Cream](#) aims to give women dramatically younger looking skin, especially around the three key zones of eyes, jawline and neck. This is currently the number one **Olay facial moisturiser** in the United States, with [Olay](#) crediting the success of this cream to its formula, which has its most concentrated-ever amino-peptide

formula. In customer research in the United States it has even outperformed famous iconic creams.

With summer approaching, the age-old question comes about for women everywhere - "How can you emphasise your eyes so they still look great on the beach without running the risk of getting 'panda eyes' from your mascara?" To help provide a beauty solution [YSL](#) is introducing a revolutionary new mascara; **Waterproof Everlong Mascara** is perfect for those hot summer days



– not only is it waterproof but it also has a unique formula designed to shield lashes from the sun's drying effects. It is also extremely long lasting, so it will last all day and through into the evening. With exceptional lash separation, a nourishing stimulating complex and a double lengthening effect, this [YSL mascara](#) is everything a girl needs. It is available in four shades – **Ever Black, Ever Brown, Ever Navy and Ever Burgundy.**

Celeste Sinclair, Beauty Buyer for boots.com said, "*We are really excited to have gained exclusivity for these two new launches. **Olay Regenerist Daily 3 Point Treatment Cream** is one of the most hotly anticipated anti-ageing creams since **No7's Protect & Perfect** last year, so much so that we had to set up a waiting list so that women would be the first to know as soon as it was launched. **YSL** is obviously a highly desirable cosmetic brand with many loyal fans around the UK, and the formulation for Everlong Mascara means it will be the perfect summer beauty accessory. To gain these two high profile exclusive launches demonstrates that boots.com really is a leading beauty retailer, amongst both online stores and on the high street.*"

These two new exclusives follow hot on the heels of other exclusives earlier in 2008, including the massively successful **Tri-Aktiline Instant Deep Wrinkle Filler cream** in January and the men's fragrance **Boss Pure** in March.

About

Boots is the UK's leading retailer of beauty products, including anti-ageing creams 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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