

Boots and its customers aim to make it to £4m for Breast Cancer Care



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Press Release Author: **Boots**

Industry: [Retail](#)

Press Release Summary: Boots aims to reach the £4m donation mark for the charity Breast Cancer Care.

The advertisement features a pink background. On the left, there is a circular image of a No7 lip gloss product. To its right is the No7 logo. Further right, the text "Breast Cancer Care" is written in a stylized, purple font. Below this, the product name "No7 Breast Cancer Care Lip Gloss" and its product code "3556905" are listed. A short paragraph of text follows, mentioning the brand's long-term support for the charity.

Boots' Partnership with Breast Cancer Care

breast cancer care

No7

No7 Breast Cancer Care Lip Gloss
Product code 3556905

At No7, we've been supporting Breast Cancer Care for over eight years. This autumn, with big bright eyes being the focus of our attention, we're going for natural looking lips...

Press Release Body: **Boots** has revealed that it hopes, with the help of its customers, to reach the **£4m donation** mark for the charity **Breast Cancer Care**, as this year's **Breast Cancer Awareness Month** begins,.

Boots has supported **Breast Cancer Care** for the past eleven years, and during that time has raised almost £3.5m pounds for them. This year, **Boots** hopes to break the £4m pound barrier with the help of staff and customers.

Once again **No7**, the UK's largest cosmetic brand, is selling some beautiful products with a donation to **Breast Cancer Care**. This year, **No7** has created two exclusive limited edition **Breast Cancer Care products**, with 20% of the purchase price being donated to the charity for every one sold.

The No7 Breast Cancer Care All-Over face Powder is embossed with a pink Breast Cancer care ribbon in the center of the shimmery compact which helps skin look fresh during the winter months. Followers of this season's trend for natural looking lips can also support a worthy cause with the **No7 Breast Cancer Care Lip Gloss**.

There are also other 'pink ribbon products' available to buy, from a kabuki brush with its own pink pouch through to pink ribbon nail files, a key charm and a compact mirror. Stores will also be selling pink ribbon key rings and pin badges featuring the new **Breast Cancer Care** ribbon design. In addition, **No7** teams around the country will join in the fun with some innovative fund-raising ideas.

Breast cancer is now the most common cancer in the UK, with almost 46,000 people diagnosed every year. **Breast Cancer Care** is there for anyone affected by breast cancer. They bring people together, provide information and support, and campaign for improved standards of care. They use their understanding of people's experience of breast cancer and their professional expertise in everything they do.

Boots is the UK's leading health and beauty retailer and is considered one of the most trusted brands in the UK (Customer Trust Index January 2007). Each year **Boots** supports a variety of charities, including The Eve Appeal, BBC Children in Need and **Breast Cancer Care**. In 2007 **Boots** raised approximately £2.4million for their chosen charities.

Boots would like to thank all of its customers for its support of the campaign over the past eleven years – this fantastic figure could not have been raised without their help.

About

Boots is the UK's leading retailer of health and beauty products, including [make up](#), as well as health information.

Boots

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