

Boots introduces a new level of intimacy to its customers



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Press Release Author: **Boots**

Industry: [Retail](#)

Press Release Summary: Boots has introduced two new ranges from Philips and Durex to its healthcare offering, aimed at creating a new level of intimacy for customers

Press Release Body: **Boots** is introducing two new intimacy ranges to its healthcare offering for customers, from global brands **Philips** and **Durex**.

The introduction of the new ranges from [Boots](#) is in recognition of a new government survey that revealed there are 26 million married or co-habiting couples in the UK. Experts agree that the sexual relationship of a committed couple constantly evolves over time and that discovering new experiences allows a couple to strengthen their relationship.

The range of **Intimate Massagers from Philips** allows partners to take intimate moments together to a totally new level. With their sculpted design, [intimate massagers](#) can be held comfortably in the palm of the hand allowing continual skin to skin contact. Specially created so that they are warm and smooth to the touch, the massagers can feel irresistible against the skin and have multiple stimulation surfaces for varied sensual experiences.

Philips Intimate Massagers are the first non-penetrative stimulators designed to please both partners. They are available in three different sets designed to suit different couples' preferences. **Dual Intimate Massagers** are a pair of massagers designed for partners to use together while the **Warm Intimate Massager** is specially shaped so that it can be used on either partner, made with soft materials that can be automatically pre-warmed before use on its charging base. The **Warm Intimate**

Massager with Candles is a gift set that adds three romantic LED candle lights, giving a long-lasting glow.

Paula Hall, Sexual and Relationship Psychotherapist explains, *"As loving couples share each other through sexual intimacy, both experience a change in their body's chemical and hormone levels. The presence of certain chemicals brings about emotional changes which enhance the strength of a long-term relationship; the more chemicals couples product together, the more bonded they feel."*

At the same time, **Boots.com** is also introducing a new range from **Durex** called **Durex Play**. This range sees **Durex** moving from its more traditional area of contraception into sexual enhancement, with the range including a massage mousse, an orgasm enhancing gel for women and massage melts - combining freezable shots of smooth massage gel and lube.

David Hurst, Healthcare Buyer for boots.com said: *"We recognise experts' opinions that an enjoyable sex life can allow couples to strengthen their relationship, as well as having health benefits too - increased happiness, reduced stress and a deepening emotional connection. These two new ranges demonstrate a responsible, sensitive and discreet approach to [sexual enhancement](#) which we believe our customers will appreciate, and the fact that they can buy online can remove any fear of embarrassment, as it can all be done in the privacy of their own home."*

About

Boots

Boots UK is the UK pharmacy-led health and beauty retailing business of Alliance 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 UK Limited (registered number 928555) a member of Alliance Boots. All other information and advice on boots.com is the responsibility of Boots UK Limited.

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