

# Valentine's Day

This Valentine's Day, discover gorgeous ways to show someone a little love.



let's feel good

**February 14 is the perfect time to show someone special a little love. Whether that's your boyfriend, bestie, wife, mum or even yourself – Boots UK has the perfect, thoughtful gift for everyone.**

For the women in your life who love to pamper themselves, Boots UK has it covered. From hair straighteners and dryers, the latest fragrances, to indulgent bathing sets from brands such as Soap & Glory and Sanctuary Spa; give her that treat she deserves.

And let's not forget the men! At Boots UK, you can shop the newest aftershaves, electrical gadgets and grooming kits all at amazing prices. And that's not all, this year you can also add an extra special touch by engraving your loved-one's gift\* with a personal message. Whether it's their name or the date you met; it will really put a smile on their face.

If you'd prefer to shop from home, enjoy the beauty of Order & Collect. Simply order online before 8pm the night before and pick up anytime from 12pm the next day\*\*. Remember use your Boots advantage card and collect 4 points for every £1.

If you'd prefer to treat your gal pals this 'Galentines' we have personalised pressies to impress. Or, if you are looking for a new date night look, we have all the beauty essentials. From kissable red lips and fluttering false eyelashes, we'll help you or your loved one feel fabulous this Valentine's.

Boots UK is dedicated to raising the health and happiness of the nation, and with up to 50% off across fragrance, beauty and electrical items you can pick up even more for your money and spread the love for less.

\*Available in Boots Emporium stores. From £3  
\*\*All prices are correct at time of distribution. See in store or online for latest prices and offers.



let's feel good

# For her

top  
picks

Boots Wink Wink  
Cosmetics Bag  
Only £6.00



EXCLUSIVE  
TO BOOTS



NEW

Sanctuary  
Limited Edition  
White Lilly and  
Damask Rose  
Bath Float 500ml  
£10.00

Yankee Candle  
Large Jar  
Candles  
Was £23.99  
Now £17.99



SAVE  
25%



Woodwick Bakery  
Cupcake Sweetheart  
Medium Candle  
Only £19.99

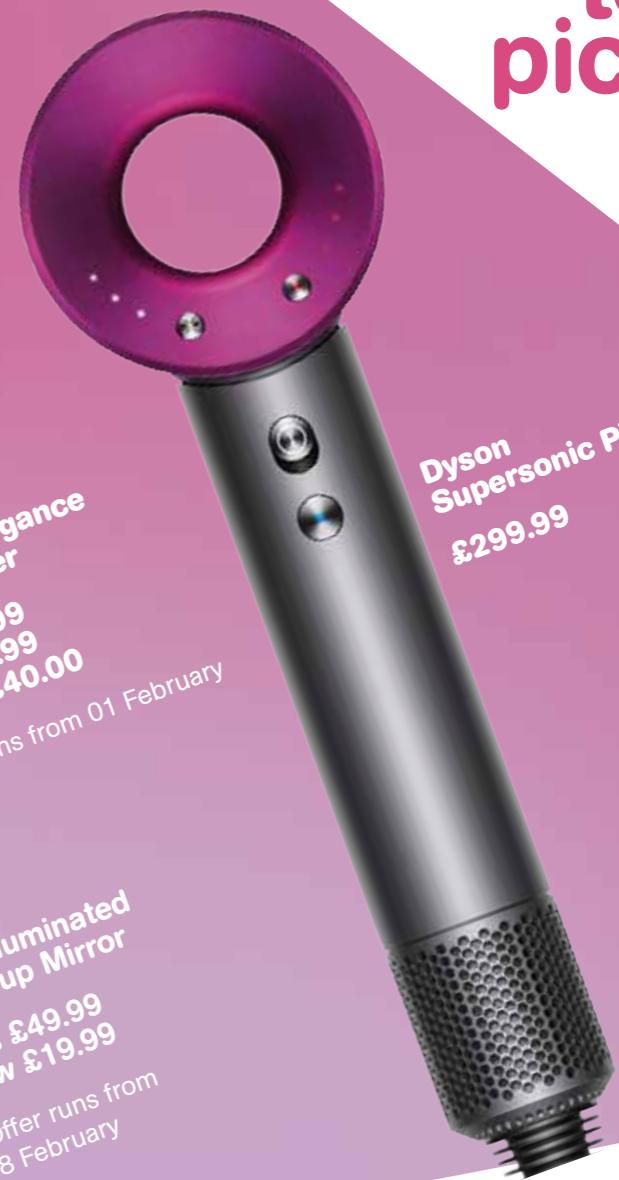
BETTER  
THAN HALF  
PRICE



Babyliss Elegance  
Straightener  
Was £74.99  
Now £34.99  
Saving £40.00

\*Offer runs from 01 February

Dyson  
Supersonic Pink  
£299.99



BETTER  
THAN HALF  
PRICE

No7 Illuminated  
Makeup Mirror  
Was £49.99  
Now £19.99

\*Offer runs from  
08 February



FREE  
GIFT



Free Soap & Glory The Righteous  
Butter Diamond Edition 300ml AND  
'personalisable' gift bag when you spend  
£11 on Soap & Glory\*

\*Available whilst stocks last (18 Jan - 14 Feb)  
Offer excludes Miniatures, bath accessories,  
skincare and price reduced lines

EXCLUSIVE  
TO BOOTS



Ted Baker Sugar Sweet  
Pink Beauty Bag Gift  
£12.00

# Date night beauty

Love your look this Valentine's Day with our gorgeous beauty must-haves.



3for2+

Eylure Fleur de Force Fleur Loves Lashes\*



Buy 1 get 2nd Half Price+

Sleek Makeup Brow Kit (£8.49)

Embargoed until 00:00 01 February



ONLY £3.99

SEVENTEEN Lacquer Liner Eyeliner



ONLY £45

Elizabeth Arden PREVAGE® Anti-Aging Foundation SPF 30



Buy 1 get 2nd half price on No7 cosmetics

No7 Gel Finish Nail Colour in Pillarbox (£7.00)



Buy 1 get 2nd half price on No7 cosmetics

No7 Moisture Drench Lipstick in Pillarbox (£9.95)



Buy 1 get 2nd half price on No7 cosmetics

No7 Velvet Lash Mascara (£13.50)

Plus, save 10% on boots.com when you spend £40 or more on luxury beauty from 11th – 13th February

# Fragrance for her

**NEW**

Jimmy Choo L'eau  
EDT 40ml  
Only £36.00  
(£90.00 per 100ml)



YSL Black Opium Floral  
Shock 30ml  
Only £50.50  
(£168.33 per 100ml)



**NEW**

Paco Rabanne  
Olympea Intense  
50ml  
Only £62.00  
(£124.00 per 100ml)



**NEW**

**SAVE  
40%**

Dot Marc Jacobs  
EDP 50ml  
Was £50.00  
Now £30.00  
(£60.00 per 100ml)  
Embargoed until  
00:00 18 January



**SAVE  
61%**

Versace Woman  
EDP 50ml  
Was £40.00  
Now £15.99  
(£31.98 per 100ml)



**SAVE  
£16.00**  
Against RRP

DKNY EDT 30ml  
Only £16.00  
RRP £32.00  
(£53.33 per 100ml)



# For him

top  
picks



**ONLY**  
**£26.99**

Percy Nobleman  
Beard Grooming Kit



**NEW**

Gentlemen's  
Hardware  
Enamel Mug  
Only £7.95



Limited  
Edition

**HALF  
PRICE**

Wahl Grooming Gift  
Set Classic Edition  
Was £69.99  
Now £34.99  
Embargoed until  
01 February



**NEW**

Gentlemen's  
Hardware  
Shaving Soap and Bowl  
Only £19.95



**HALF  
PRICE**

Braun 3040  
Was £99.99  
Was £49.99  
Now £44.99,  
saving £55.00,  
\*Offer runs from  
08-28 February only  
Embargoed until  
08 February



**NEW**

Vizor Pro  
Virtually Reality  
Headset  
Only £24.99



**SAVE  
38%**

Braun Male Groom  
Kit MGK3080  
Was £52.49  
Was £34.99  
Now £32.54  
\*Offer runs from 08-14  
February Only  
Embargoed until  
08 February



**ONLY**  
**£14.95**

Gentlemen's  
Hardware  
Shaving Shoe  
Shine Kkit



**SAVE  
38%**

Braun Beard  
Trimmer  
BT3020  
Was £29.99  
Now £18.59  
\*Offer runs 08-14  
February Only  
Embargoed until  
08 February

# Fragrance for him



**NEW**

Paco Rabanne Invictus Intense 50ml  
Only £49.50  
(£99.00 per 100ml)



**SAVE £12.50**  
Against RRP

Paco Rabanne Pour Homme Aftershave 100ml  
Only £19.50  
RRP £32.00  
(£19.50 per 100ml)



**NEW**

JOOP! Wow 60ml  
Only £39.00  
(£71.67 per 100ml)



**SAVE £10**

Paco Rabanne 1 MILLION 100ml EDT  
Was £60.00  
Now £50.00  
(£50.00 per 100ml)



**SAVE £10**

Boss the Scent 100ml  
Was £64.00  
Now £54.00  
(£54.00 per 100ml)



**SAVE £10**

Giorgio Armani Code EDP 110ml  
Was £71.00  
Now £61.00  
(£55.45 per 100ml)

Embargoed until 00:00 18 January

# Personal gifts

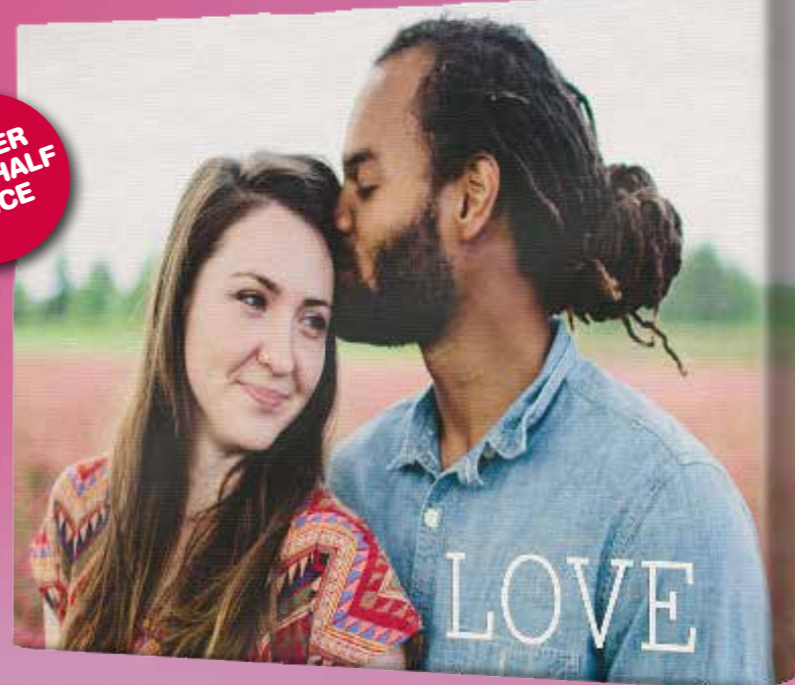
This Valentine's Day you can make your special gift even more personal by getting it engraved with a message of your choice. Whether it's the name of your loved one, the first date you met, or a loving message that could only come from you – it really will help to put a smile on their face. Almost anything can be engraved, from fragrances to make-up brushes and it costs just £3 per engraving!\*



**iPhone Photo Case**

**From £14.95**

**BETTER THAN HALF PRICE**



**Personalised Canvas on 20x16" size only**

**Was £44.99  
Now £22.00**

Same Day Collect service online and as little as 1 hour in store

Embargoed until 00:00 27 January

Online code: BPSDCAN217

## Photo gifts

And that's not all, if you want to really get personal – you can use your favourite snaps to create a gift for your loved one to treasure.



**Personalised Photo Mug**

**From £7.99**



**ONLY £29.99**

**Personalised Leather Photobook on 11x8" size only**

Orders on the Same Day Collect service must be placed at least 3 hours before selected store closes. Subject to equipment availability. In the unlikely event that order volume is extraordinarily high, orders will be available the next day.

The estimated time for delivery is up to 5 working days and standard delivery into store is up to 8 working days. The canvas and leather book can be collected on the Same Day Collect service.



# Gifts for your 'Galentine'



**SAVE  
£40**

**Reviving Spa  
Day for Two**

**Was £99.99  
Now £59.99**

Offer runs from  
18 January – 14  
February only



**HALF  
PRICE**

**Glitter Spot Scrapbook**

**Was £14.00  
Now £7.00**

Embargoed until 00:00 01 February



**ONLY  
£3.89**

**Boots Tea Tree  
& Witch Hazel  
Charcoal Face  
Mask**



**ONLY  
£64.99**

**Instax Mini 8 Blue  
Plus 10 Shots**



**SAVE  
£20**

**Comedy Night  
for four**

**Was £59.00  
Now £39.00**

\*Offer runs from  
18 January – 14  
February only



**HALF  
PRICE**

**Personalised 18x18"  
Cushion**

**Was £20.00  
Now £10.00**

Embargoed until 00:00  
27 January

Online code: BPHPCS217

**Visit [boots.com](https://www.boots.com) for more information, and to buy online.**

**For more information, samples or images, please call the  
Boots UK Press office on:  
020 7025 6677 or email [ValentinesDayTeam@redconsultancy.com](mailto:ValentinesDayTeam@redconsultancy.com)**

**About Boots UK**

Boots UK ([boots.com](https://www.boots.com)), the UK's leading pharmacy-led health and beauty retailer, is part of the Retail Pharmacy International Division of Walgreens Boots Alliance, Inc. (Nasdaq: WBA), the first global pharmacy-led, health and wellbeing enterprise. With 2,509\* stores in the UK, Boots UK is committed to providing exceptional customer and patient care, be the first choice for pharmacy and healthcare and offer innovative 'only at Boots' exclusive products such as the UK's leading skincare brand No7, all delivered with the great value customers love. Created over 165 years ago, the Boots brand is still at the heart of the communities it serves. \*As of 31 August 2016 excluding equity method investments.

**Notes to Editor**

\*Place an order online or in store before 8pm, for free collection in store after 12pm the next day, exclusions apply. The service is available Monday-Saturday in over 2,300 stores, excluding the Scottish Highlands/Islands, Jersey/Guernsey and Northern Ireland Stores. See the store locator on [boots.com](https://www.boots.com) for your local store opening hours. See [boots.com](https://www.boots.com) for details.

**+Cheapest product on offer with be free/half price**  
**\*\*\*worth value based on price per ml/g of standard size products**



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