

BOOTS INNOVATION PRIORITIES

INTRODUCING ALLIANCE BOOTS



Alliance Boots is a leading international pharmacy-led health and beauty group. We have 2 core businesses:

1. Pharmacy-led health and beauty retailing
2. Pharmaceutical wholesaling

Boots is the Groups' UK retail business with around 2,600 stores from local community pharmacies to large flagship stores and serves around 8 million customers every week.

Boots has a range of leading consumer product brands, such as **No7**, **Soltan** and **Botanics** and a healthcare brand, **Boots Pharmaceuticals**. Boots are seeking to extend the consumer brands through the introduction of outstanding new products and services. Boots intends to bring even more innovative products to market by working with 3rd party organisations who have ground breaking concepts.

The Boots Centre for Innovation is the open innovation approach adopted by Boots that welcomes all 3rd party organisations to submit their ideas for consideration.

MAKING OUR PARTNERSHIP WORK

Opportunities may be of interest to us if it meets one or more of the following criteria:

- The innovation addresses a big unmet consumer need or one of our brand priorities
- The innovation is significantly differentiated from existing products on the market today
- The innovation is proven with supporting data available
- There is a proof of concept
- There is a plan to obtain the necessary regulatory approval

What Boots can offer in return

- Become part of the Boots brand portfolio with associated branding and marketing support
- Access to over 2,600 UK stores and international reach
- Vast experience of bringing products to market in health and beauty markets
- Expert knowledge of consumer needs and help to commercialise concepts such as:
 - Regulatory support including legal and safety requirements
 - Packaging
 - Market and consumer research
 - Access to funding



OUR BEAUTY INNOVATION NEEDS

We are particularly interested in solutions that address the following innovation needs:

SKINCARE SOLUTIONS

- Solutions that address and reverse the signs of ageing
- Solutions that improve colour and tone and address specific problems such as age spots and dark circles
- Novel ingredients that address the above skincare needs or replace existing compounds with greener alternatives



SUN CARE SOLUTIONS

- Suncare solutions that provide protection from burning and sun damage while safely tanning
- Novel formats of sun protection for children
- Novel ingredients that address above suncare needs or replace existing compounds with greener alternatives

COSMETICS

- Innovative solutions to apply colour cosmetics
- Innovative ways to deliver more personalised colour matching
- Innovative formulation technologies including transfer resistance technologies, high definition colours

OUR HEALTHCARE INNOVATION NEEDS

We are particularly interested in solutions that address the following innovation needs:

1. Serious and medical skin conditions
2. Serious first aid and wound care
3. Heart health and age well
4. Weight management
5. Women's health
6. Men's health
7. Children's health
8. Sexual health
9. Sleep, stress and energy
10. Eye care



HOW TO CONTACT US

Do you have a product or idea that you would like to submit to Boots?

If so, then please contact us on info@bootsinnovation.com or find out more about us at www.bootsinnovation.com

WORKING WITH SCIENCE AND INNOVATION PARKS

Boots Innovation is a Business Affiliate of the United Kingdom Science Park Association

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