

Product Guide

2021/2022



LIZ EARLE®

SOAP & GLORY



YourGoodSkin™

Introduction to No7 Beauty Company

No7 Beauty Company, part of Walgreens Boots Alliance, is a dynamic consumer-led beauty business launched in April 2021 which holds iconic international beauty brands.

For 86 years, since No7 launched in 1935, its ambition has been to support and empower people across the world through premium but affordable skincare.

Alongside No7, the Company is home to Liz Earle Beauty Co., Soap & Glory, Botanics, YourGoodSkin, and Sleek MakeUP. Some of its hero products include Liz Earle's multi-award-winning Cleanse and Polish, No7 Protect & Perfect, and No7 Advanced Retinol 1.5% Night Concentrate Complex, which is the fastest selling single product on Boots.com.

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Nº7



61%

Increase in No7 lipstick sales from the first 3 months of the year (Jan-March) to the second (April-June).

731%

Increase in online searches for 'Lipstick' on Boots.com compared to same time last year.



Shoppers are investing in more products with naturally active ingredients

90%

Increase in searches for Natural Skincare YoY

37.5%

Increase YoY in Liz Earle sales at Boots since Freedom Day.



The Liz Earle SuperSkin Alt-Retinol Paste is now in our top 10 favourite Liz Earle products since Freedom Day.

The Liz Earle Instant Boost Skin Tonic 200ml has more than doubled in sales at Boots compared to the same time period of the previous year.



Wellness

75%

Of women agree that beauty products have a positive impact on their mental wellbeing

The beauty industry has a huge role to play in mental, physical and emotional health.

Sleep

Sleep & tiredness are ranked globally by women as the top lifestyle factor that impacts their skin, with 'How to get rid of tired eyes' searches increasing by 450%.



110%

Increase in global Google searches for 'microbiome skincare' in last 12 months.

Skincare



6.4B

Uses of the #skincare & skin-related Tweets during 2020.



Skintellectuals

The rise of the skintellectual is a key trend from the past 12-18 months: a movement towards skincare as self care and a focus on ingredient understanding and skin health.



Ingredients

180%

Increase in searches for Retinol benefits, as well as niacinamide and vitamin C being at the top of search terms and consumer hit lists.

Diversity & inclusion

56%

Of the UK with non-White skin tones do not feel represented by the skincare industry with products that are designed for them*

*Source: Kantar survey with 1,269 UK women aged 16+ 19/08/21 - 23/08/21



Inclusivity

2020 highlighted the need for future facing brands to demonstrate a sensitivity towards not only ethnicity but also culture, gender and identity as a whole.



As a business, we are hugely passionate about rectifying this and showing the beauty industry that 'we see you'.

No7

Night Creams

Sleep your way to skin that feels energised and refreshed with No7 Night Creams, which are scientifically proven to provide 24-hour moisturisation, helping skin recover at night by replenishing the skin's natural moisture barrier.

The uncertainty of the past 18 months has disrupted many sleeping patterns and recent research by No7 and Kantar found that **41% of women who had noticed more signs of ageing blamed it on reduced sleep**, with the power of sleep not only vital for cell reparation at night — but also pivotal for feeling unstoppable during the day.

The No7 Night Creams have therefore been reformulated to include No7's NEW Night Complex, powered by antioxidant vitamin E, deeply nourishing shea butter and infused with No7's NEW Pre-Sleep Fragrance, a mix of relaxing floral notes of white flowers and zesty bergamot, to help you unwind, in preparation for restful sleep where skin repairs.



No7 Protect & Perfect Intense Advanced Night Cream

£24.95

Reduces the appearance of fine lines and wrinkles, for younger looking skin — with added hyaluronic acid known for providing long-lasting hydration.

No7 Lift & Luminare Triple Action Night Cream

£26.95

This night cream, with a blend of hibiscus, hyaluronic acid, Emblica and vitamin C, leaves skin feeling firmer and looking younger, with a more even skin tone and radiant glow.



No7 Restore & Renew Face & Neck Multi Action Night Cream

£27.95

Formulated with a skin fortifying blend of calcium, amino acids, and ceramides, this night cream provides essential nutrition to help skin feel firmer, wrinkles appear visibly reduced, neck look visibly smoother and feel noticeably firmer.



LAUNCH DATE: SEPTEMBER 2021



Pure Retinol Collection

Building on the success of its No7 Advanced Retinol 1.5% Complex Night Concentrate launch, having developed the scientific sweet spot between efficacy and tolerance through research with the University of Manchester, the UK's No1 skincare brand* introduces the No7 Pure Retinol Collection.

The range includes three **NEW** products, specifically formulated to minimise irritation, whilst being able to use together.



Pure Retinol Night Cream



Pure Retinol Eye Cream



Pure Retinol Hand Cream

No7's NEW Pure Retinol range is powered by an age-defying partnership of Pure Retinol, the most effective, targeted and proven form of retinol, and Matrixyl 3000+™ a powerful peptide blend, helping improve the appearance of lines and wrinkles over time.

Designed to be used individually or together in a full retinol regimen, **93%** of women saw even better results when using the NEW No7 Pure Retinol Night Eye Cream and NEW No7 Pure Retinol Night Cream together with the existing No7 Advanced Retinol 1.5% Complex Night Concentrate.

No7 Pure Retinol Night Cream

£34.95

Instantly hydrates skin and reduces the appearance of fine lines and wrinkles for a smoother looking face and neck in just 2 weeks.

Formulated for instant absorption, No7's Pure Retinol Night Cream works to nourish the skin and is clinically proven to improve 7 key signs of ageing:

1. Reduces appearance of fine lines and wrinkles
2. Skin looks hydrated and moisturised, and feels soothed
3. Skin looks and feels firmer
4. Reduces appearance of pores
5. Skin tone looks more even, dark spots and pigmentation appear reduced
6. Skin looks and feels younger
7. Smoother skin that looks and feels repaired

No7 Pure Retinol Eye Cream

£24.95

Proven to visibly reduce the appearance of fine lines, crow's feet, and puffiness in just 2 weeks, with deep wrinkles and dark circles reduced in 4 weeks.

No7's Pure Retinol Eye Cream instantly absorbs and hydrates tired-looking eyes to target the appearance of 7 key signs of ageing:

1. Reduces appearance of fine lines and wrinkles
2. Reduces appearance of crow's feet
3. Reduces the appearance of dark circles
4. Puffiness around the eye appears reduced
5. Evens pigmentation
6. Skin looks and feels lifted
7. Skin around the eyes looks healthier and brighter

No7 Pure Retinol Hand Cream

£24.95

Instantly replenishes moisture and nourishes hands for 8 hours, ensuring hands look firmer and smoother in just 1 week.

This rich, hydrating and fast absorbing cream helps protect against dryness, delivering 8 hours of hydration.

Proven to reduce the appearance of 7 key signs of ageing on the hands:

1. Reduces appearance of fine lines and wrinkles
2. Reduces the appearance of age spots and pigmentation
3. Hydrates dry skin
4. Skin tone looks more even
5. Skin on hands appears firmer
6. Smooths skin texture
7. Helps strengthen nails and nourishes cuticles and brighter

LAUNCH DATE: AUGUST 2021

SOAP & GLORY

Perfect zzZen Collection

Soap & Glory says relax! with our **NEW** mood boosting range, to calm the mind, body and soul.

This collection is fragranced with mood boosting technology to promote calming, warming and reassuring mood states to allow you to leave the worries of your day behind. Packed with nourishing skin-loving ingredients to help create rituals designed to boost total wellbeing and self-care.

Scented with our **RELAX** fragrance of lavender and tonka bean to help promote calming, warming and reassuring mood states.



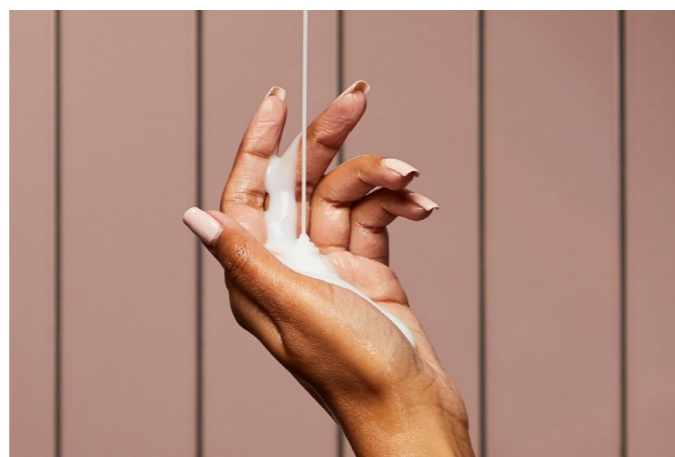
SOAP & GLORY



Soap & Glory Perfect zzZen Warming Body Scrub

£9.00

Our heated scrub provides a warming sensation on this skin helping to relax the whole body. Skin is left feeling soft, smooth and radiant.



Soap & Glory Perfect zzZen Foaming Bath & Shower Oil

£7.50

Give your skin an indulgent treat with this cleansing shower oil. Packed with a combination of nourishing argan Oil, hydrating grapeseed and almond oils combined with vitamin E, this gentle foaming oil transforms on skin to cleanser, leaving your skin feeling soft, supple and hydrated.



Soap & Glory Perfect zzZen Body Soufflé

£11.00

An innovative whipped soufflé texture, enriched with sweet almond and chamomile oils and cocoa butter to nourish and protect skin. It works overnight to reveal glowing, radiant healthy looking skin by morning.

Soap & Glory Perfect zzZen Bath Milk

£9.00

A comforting bath additive, our milk formula soothes and nourishes skin while leaving it feeling soft and supple.



LAUNCH DATE: OCTOBER 2021

LIZ EARLE®

Alt-Retinol Collection

Liz Earle Beauty Co. have harnessed 25 years' expertise in efficacious botanical extracts to formulate their own gentle plant-based alternative, Superskin™ Alt-Retinol, available in two formats, a supercharged Booster and luxurious leave-on Skin Paste. Delivering impressive, visible results akin to those of traditional retinol products, but via a gentle, plant-based blend, the range relies on two key botanical ingredients – stevia and bidens pilosa – that work by mimicking retinol's mechanism of action on the skin.



Liz Earle Beauty Co Superskin Alt-Retinol Skin Paste

£35.00

Lightweight gel drops renew the appearance of the skin's surface for a less fatigued, refreshed, more radiant looking complexion. A highly effective, yet gentle formula which mimics the mechanism of traditional retinol to help reduce the appearance of deeper lines and wrinkles, minimise the appearance of pores and leave skin feeling firmer and looking rejuvenated.

Liz Earle Beauty Co Superskin Alt-Retinol Booster

£35.00

A luxurious overnight skin paste to leave skin feeling supple, refreshing its appearance for a brighter, plumped, radiant-looking complexion upon waking. Formulated with a plant-based alternative to retinol and hydrating hyaluronic acid, with regular use skin is visibly transformed with a noticeable reduction in the appearance of fine lines and wrinkles.

LAUNCH DATE: JUNE 2021

Cleanse & Polish

Presented with over 130 awards and counting, and now available in a NEW fully recyclable tube, Liz Earle Beauty Co.'s iconic Cleanse & Polish™ Hot Cloth Cleanser is more eco-conscious than ever before. Striving towards improving their environmental impact across the brand, the transformation of Cleanse & Polish™ – to a tube made using 55% post-consumer recycled plastic – signifies Liz Earle Beauty Co.'s continual commitment to introduce more eco-conscious packaging across their botanical beauty range.

The new easy-to-recycle Cleanse & Polish™ tube may look a little different, but the multi award-winning formula is unchanged, delivering deep cleansing, hydration and gentle exfoliation to reveal radiant, clearer-looking skin in just 7 days.

Used in partnership with the unique pure cotton cloth – sustainably manufactured in India – the same five key responsibly sourced ingredients remain at the heart of its botanical power.



New FSC-certified card cartons

All Cleanse & Polish™ Starter Kit bags, previously made from synthetic materials, will also change to fully recyclable FSC-certified card cartons. Working with the Forest Stewardship Council ensures the paper is made only using materials from an area grown specifically for wood manufacturing. For every tree used, at least another is planted within the manufactured area. This means that 100% of Starter Kit packaging will now be made from recyclable materials

Cleanse & Polish™ Hot Cloth Cleanser 100ml recyclable tube

£15.50

Cleanse & Polish™ Hot Cloth Cleanser 100ml Starter Kit including two pure cotton cloths

£17.50

LAUNCH DATE: AVAILABLE NOW



Pure Botanicals Range

Unearth three wonders of nature and its hidden skincare powers with Botanics **NEW** Pure Botanicals range. Enriched with their heritage of plant-powered skincare, Botanics has designed three new serums to deliver potent, targeted benefits using plant-based alternatives to your beauty cabinet favourites.

Snow Mushroom Concentrated Serum

£7.99

Give dehydrated skin a boost with the natural alternative to hyaluronic acid. Instantly nourishing and skin softening, Botanics NEW Snow Mushroom Concentrated Serum is formulated with Snow Mushroom, the natural alternative to hyaluronic acid, giving dehydrated skin an intense hit of hydration. Snow Mushroom is known as Mother Nature's Moisture Magnet because it has been proven to be more effective at retaining moisture in the skin than Hyaluronic Acid, thanks to its smaller particle size. The serum works to lock in moisture for all day hydration with a lightweight and non-greasy feel and is fragranced with an essential oil blend with notes of amber and musk, to help enhance holistic wellbeing.

1% Bakuchiol Concentrated Serum

£7.99

A natural plant-powered alternative to retinol, to help improve skin texture. Formulated with a natural alternative to retinol and using a percentage that is known to be effective, our 1% Bakuchiol Concentrated Serum is designed to help improve skin texture, whilst plumping, firming and smoothing the appearance of fine lines and wrinkles. Derived from the Indian babchi plant, Bakuchiol is known for its soothing properties which help to comfort skin and minimise issues associated with sensitivity and reactivity, as well as being an antioxidant that helps fight fine lines and firmness. Gentle, and with an essential oil blend of bergamot, lemon and basil, it is formulated to look after your skin and your wellbeing.

3% Caffeine Concentrated Eye Serum

£5.49

Wake up tired-looking eyes after just one use with this natural caffeine powered serum. Botanics NEW 3% Caffeine Concentrated Eye Serum is formulated with 3% natural caffeine, a credible and effective level, that helps to reduce the signs of tiredness and puffiness in the face. Caffeine is known for its natural qualities that signal tissue repair, and it plays a crucial role in regulating cell re-growth leading to brighter and smoother-looking skin. Brightening the delicate skin around the eyes makes for a more awake appearance – essentially, it's beauty sleep in a bottle!



LAUNCH DATE: AUGUST 2021



Ctrl Alt Create Collection

Sleek MakeUP launched in East London in 1985 and is known for delivering highly pigmented products suitable for all skin tones. From the iconic i-Divine Eyeshadow palettes, to blinding Highlighting Palettes, and other cult classics such as Matte Me Liquid Lipsticks and Cream Contour Kits; Sleek MakeUP became a brand known for providing on-trend, high quality products at an accessible price.

Known for delivering much coveted limited edition collection, the CTRL ALT CREATE collection is made up of pigmented soft paster hues combined with bright and punchy tones.



CTRL ALT CREATE Eyeshadow Palette

£12.99

A fully pigmented eyeshadow palette with 18 high impact matte and metallic pastel hues. The lightweight and blendable vegan formula allows for effortless application so it's all you need to take your looks to bold new heights

CTRL ALT GLAZE Lip Volve Gloss

£5.99

Level up your lip with this clear and ultra-sparkling gloss topper, for an otherworldly lustre that stays put. Infused with Vitamin E and Jojoba Oil, the lightweight yet nourishing, but never sticky formula hydrates, whilst the unique silicone applicator ensures smooth application and won't remove any lipstick underneath.



CTRL ALT GLOW Highlighting Palette

£9.99

Add an instant glow to your face, eyes and body with this shade extension of our award-winning highlighting palette range. With 4 supercharged, vibrant, bold and muted pastel hues to complement all skin tones, this palette delivers intense colour payoff and blinding highlights to sculpt, shape and shade.

48 Hour Liquid Eyeliner

£5.99

Sleek MakeUP's first brush tip liquid ink eyeliner delivers an intense matte black line that lasts up to 48 hours. The water and smear resistant formula provides unstoppable, long lasting wear whether you're keeping it classic or going bold for maximum impact.



LAUNCH DATE: MAY 2021

N°7 BEAUTYCOMPANY

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