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Boots Snuggleis our Core Range for the cost conscious customer.

This line represents happiness and is made from a vibrant color palette and a dream like scenario of clouds, rainbows and stars. a wonderland where we can escape to every day.

Boots snuggle products create the safe and cosy environment you long for when caring for your baby. The design appeals to both kids and adults and lifts your mood instantly.

Boots Snuggle is visible on the store shelves and can easily compete with supermarket products - as our design is more fun and uplifting - and we keep our prices low. Boots snuggle is recognisable and trustworthy. A brand you can go to year after year - as it is both contemporary and has a nostalgic feeling to it - which both parents and kids love.





































