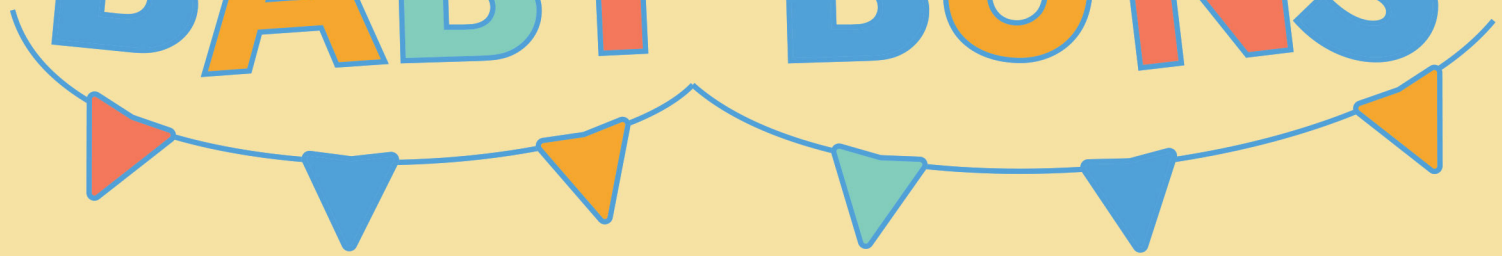
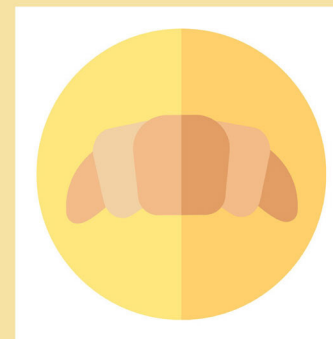
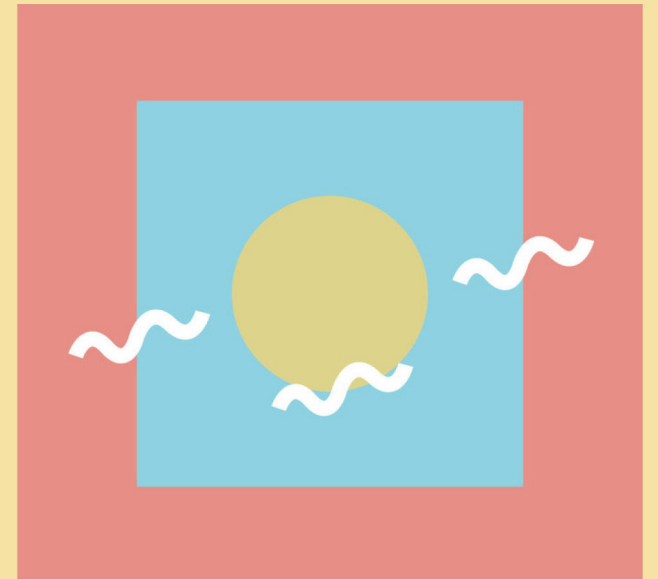
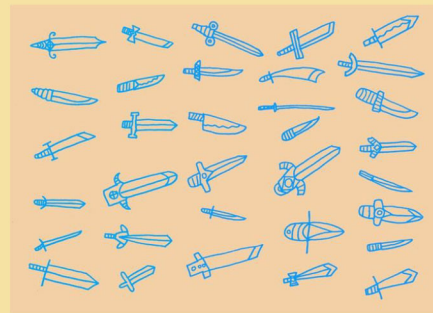
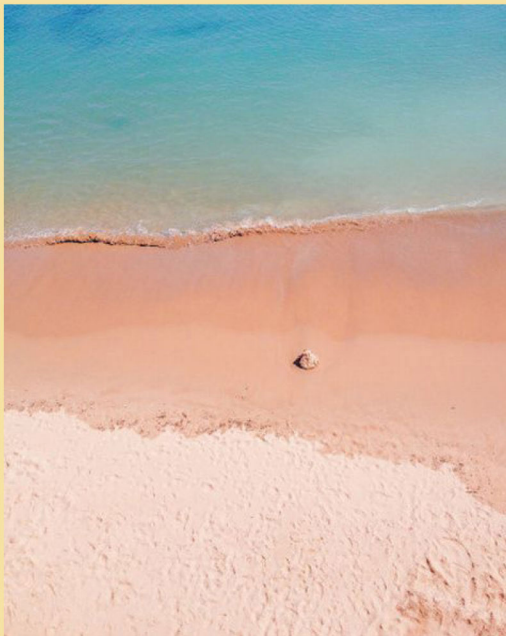
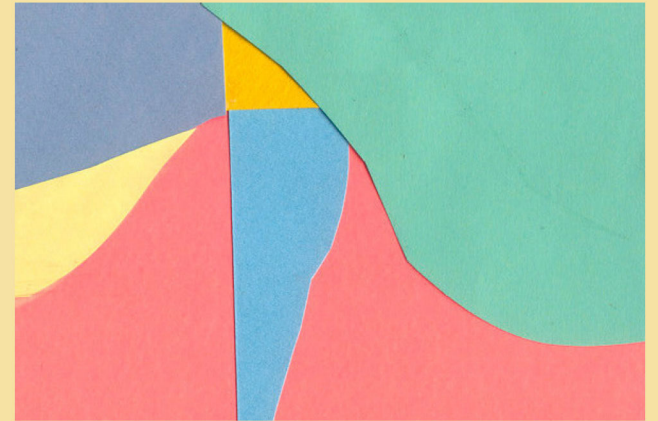
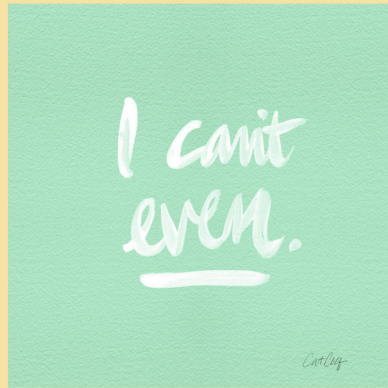


Boots

Small Celebrations

BABY BUNS





Introducing BOOTS BABY BUNS

Cost conscious product line

Boots Baby Buns is our Core Range for the cost conscious customer.

The design is easy, fun and playful and elevates your every day childcare routines to a joyful experience. This core line represents everyday happiness, and finding joy in the little monotonous tasks when caring for your baby.

Boots Baby Buns embraces all types of customers as even the TOP Tier customers are swayed by the soft and playful look and feel. Our Cost conscious customer loves Boots Baby buns - as they feel supported and embraced by great prices and joyful aesthetics.

Boots Baby Buns is playful and fun - and is the product line that instantly brightens your mood due to the cheerful color palette - the sweet name - and statement design.

is
RESPONSIBLE
HAPPY
JOYFULL
COMFORTING
TRUSTWORTHY
GRAB - N - GO
AFFORDABLE
EASY



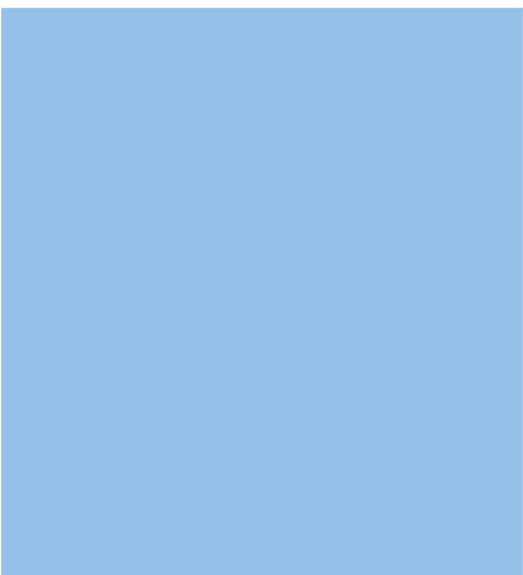
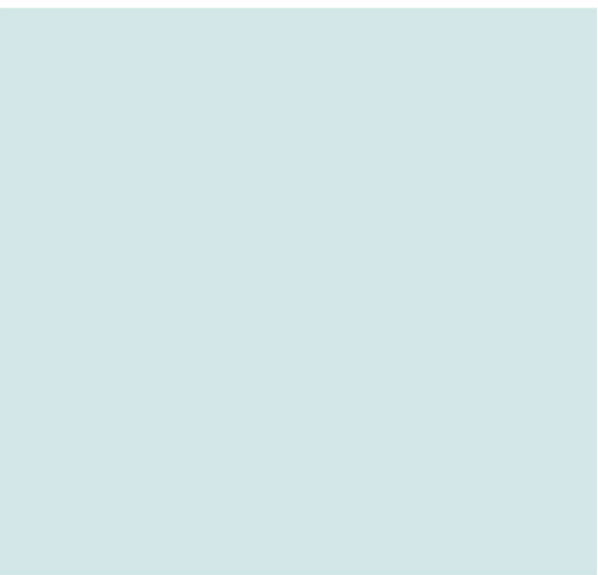
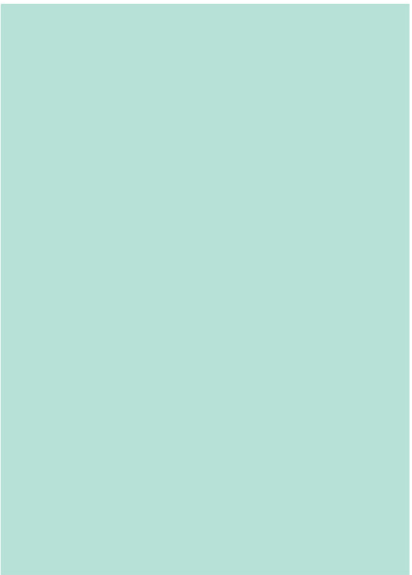
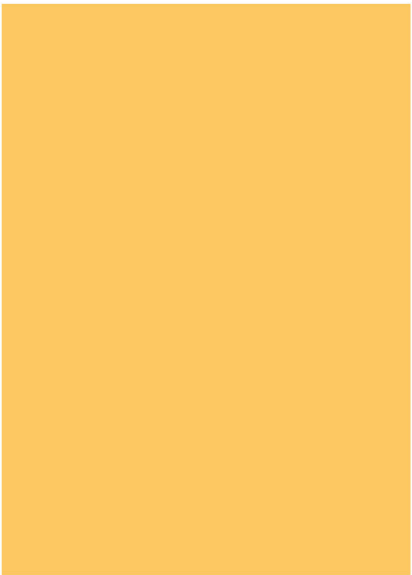
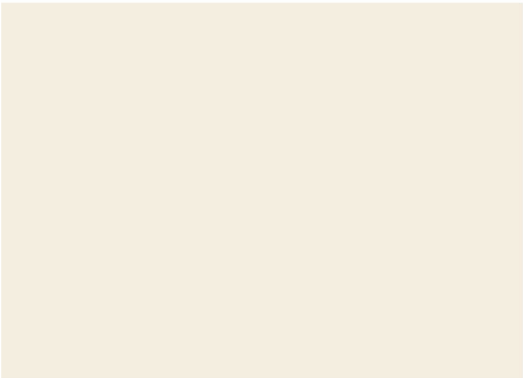
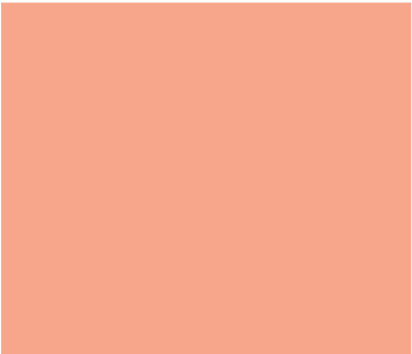
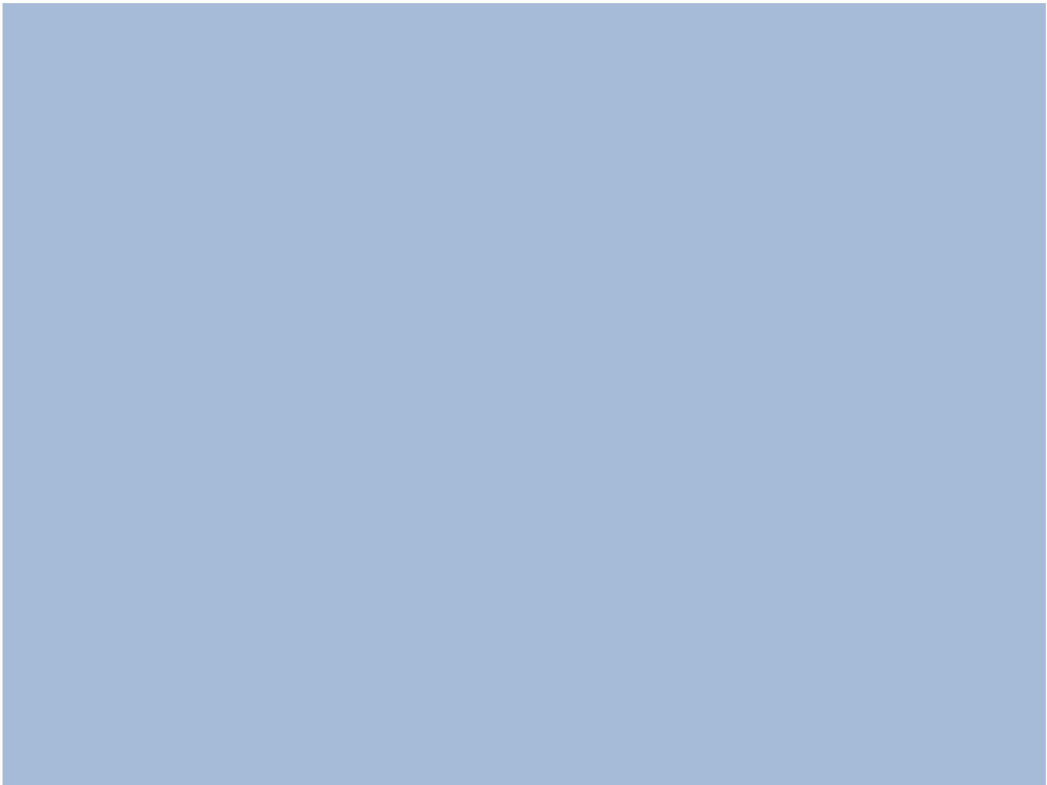
When Emily is shopping at Boots after a long day of work - Boots Baby Buns is her favourite product line.

She recognizes the logo instantly and knows the Boots Baby Buns products offer her the best quality at the best price. Emily is comforted by Boots Baby Buns, as it covers all of the aspects she deems important when choosing the best basic products for her baby.

She can fill her basket fast without thinking or reading too much into labels - because all of the product specifications are communicated by cute, soft and cheerful icons which makes it easy for her to shop on a time frame.

Emily always feels happy when she comes home with her boots baby buns items - happy in her wallet and happy in her heart and home.

The Boots Baby Buns line is recognisable by the BABY BUNS LOGO and cheerful Baby Flag garland. Making every day into a little celebration of newborn life.



Boots BABY BUNS





Boots **BABY BUNS**

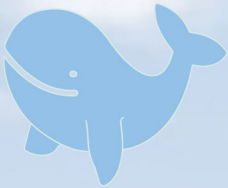
Photography

Multicultural
Interactive and social
Family orientated
Happy babies
Happy family
No dark images - light
every day life scenes



Boots Newborn Nappies

BABY BUNS





Boots Baby Wipes

BABY BUNS



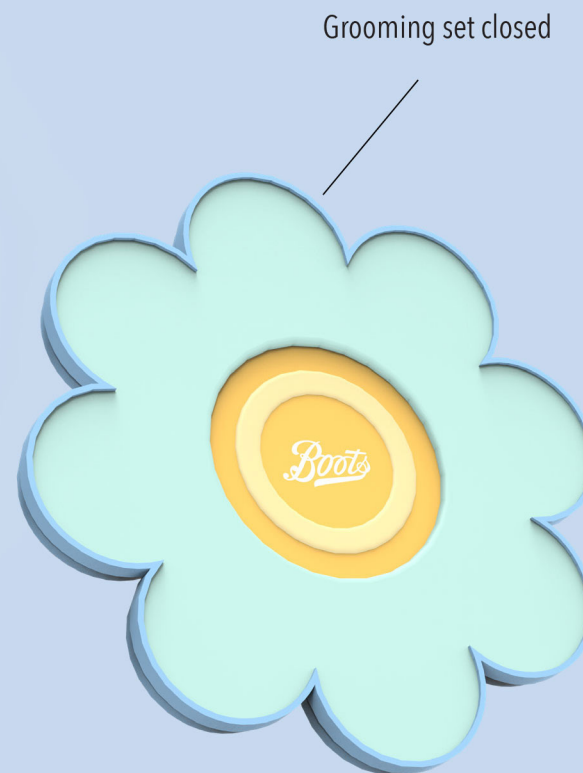


Boots Baby Wipes
BABY BUNS

Boots Grooming Set
BABY BUNS



Grooming set open



Grooming set closed





Boots

BABY BUNS

GROWTH SHAKE

Balanced nutrition to support growth and development

Boots BABY BUNS

GROWTH SHAKE

Balanced nutrition to support growth and development

