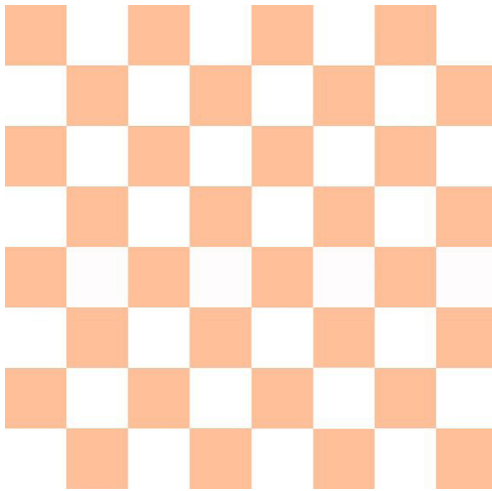
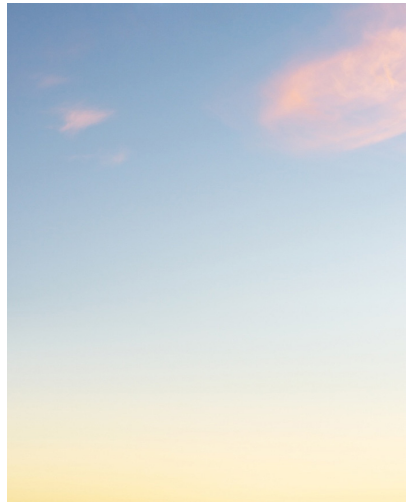
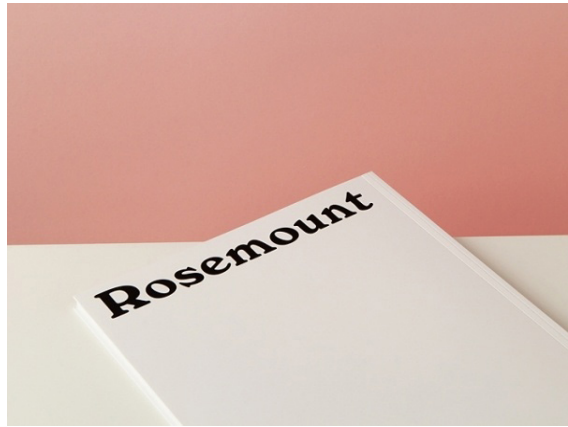


Boots

Bliss

Taking care of you since 1890



Introducing BOOTS BLISS

Mid range product line *is*



Boots Bliss is our main collection for the medium consumer that loves design as well as Eco products.

The products from Boots Bliss are qualitative and show the sweet side of nursing on a daily basis.

The Boots Bliss line is focussed on our better customer group, the ones that enjoy beautiful design and aesthetics, as well as sustainability and eco products.

Boots Bliss line takes you to cloud 9 - offering the best balance between design and trustworthy formulas, and is represented by a soft little cloud logo with a playful and modern font.

We see a continuum from the Boots Baby Buns - as the droplet icon is incorporated in the Boots Bliss logo.

SOFT

CARING

SENSITIVE

TRUSTWORTHY

APPEALING

EASY

SWEET

CUTE

JOYOUS

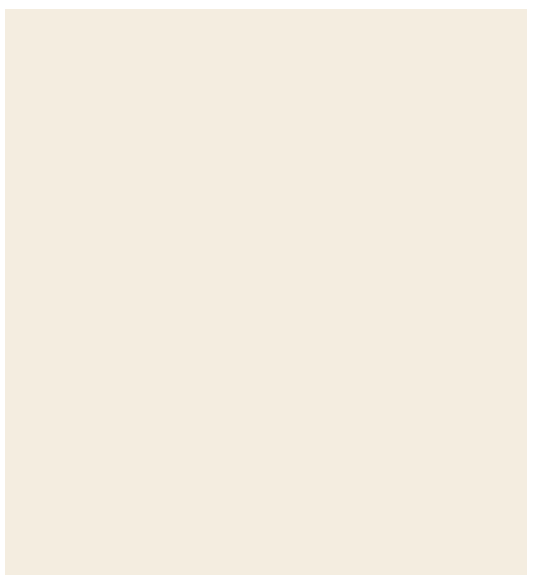
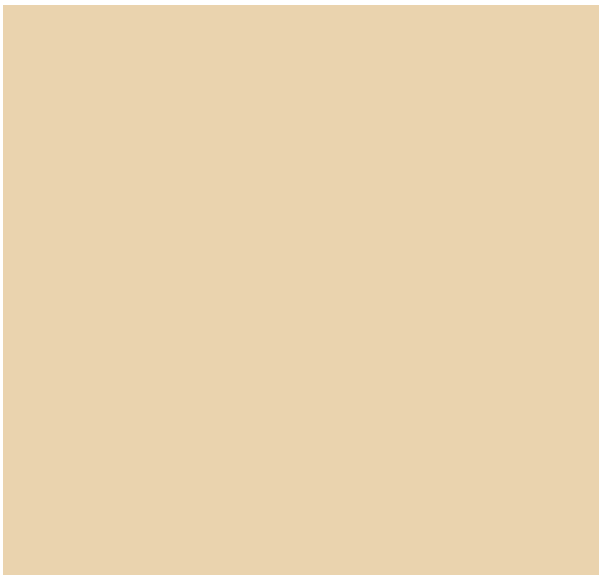
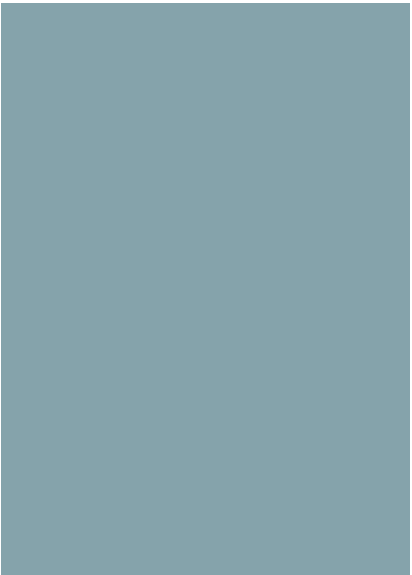
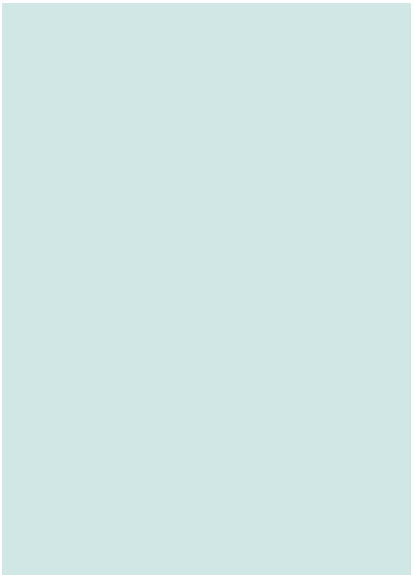
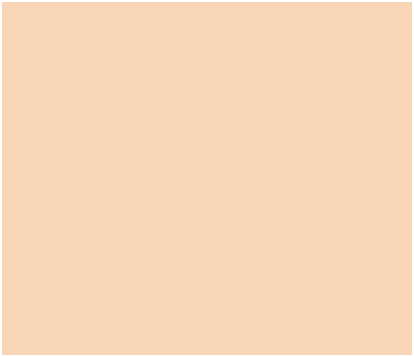
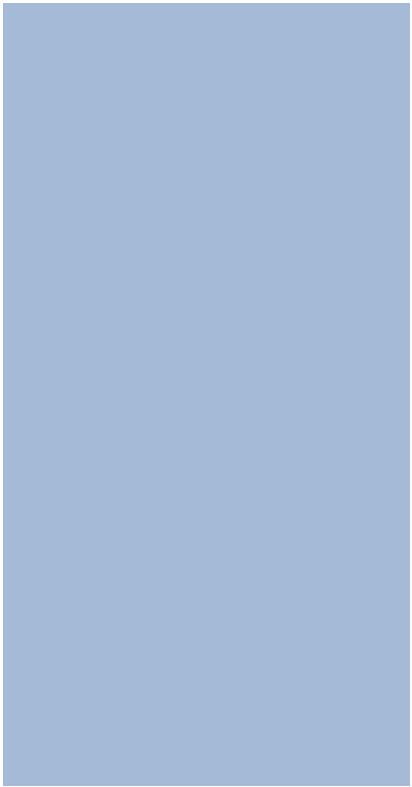


Emily loves Boots Bliss products - as the range is her GO TO line when looking for the best natural and sensitive skincare products for her little bun.

Emily knows that Boots Bliss offers the best neutral products, and she immediately fell in love with the design.

The color palette from the Boots Bliss line soothes Emily's mood - as the soft blue and peachy tones as well as the little cloud evokes a feeling of a soft and warm home in her - the perfect nest for her and her newfound family.

Boots Bliss our Number one care label.



LOGO FONT: PRIGILLE HANDS REGULAR

The Boots Baby Bliss line used Prigille hands regular as the main logo font. I wanted a contemporary logo that everyday modern parents can recognise easily and embraces a softer and more appealing design. We use title case - or lower case letters - that make the word bliss softer and rounder. Boots Bliss embraces both baby and mother - making the logo suitable for both.

Logo
BOOTS BLISS



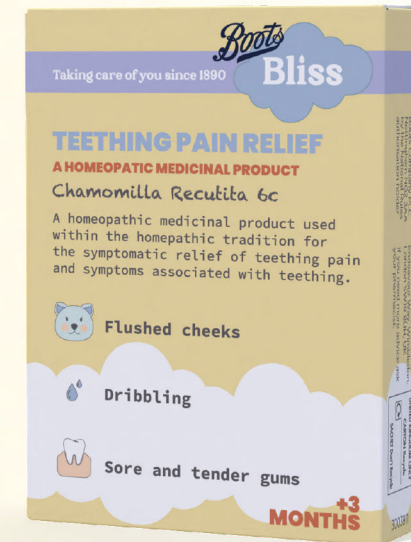
CLOUD AND RAIN DROP

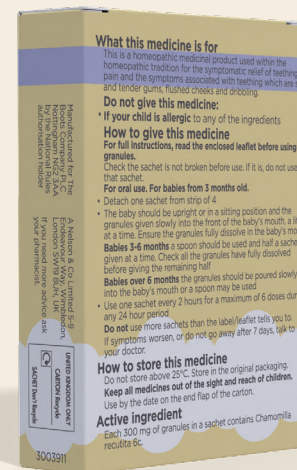
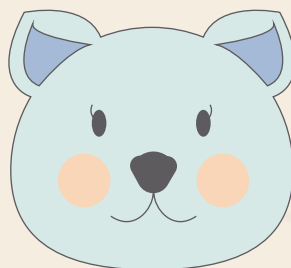
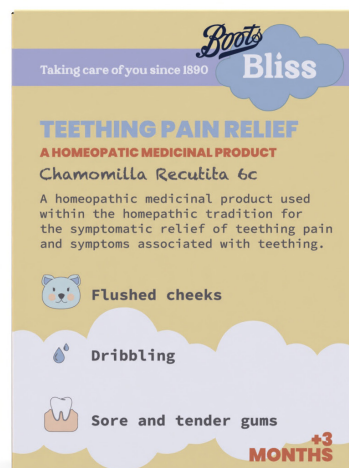
The Boots Bliss logo takes you to Cloud 9
We start with the basic cloud shape that can be used in different colors depending on the background, with a soft darker outline to create contrast. The Cloud as well as the little raindrop on the letter i form the bridge with our first line - Boots Baby Buns

TEETHING PAIN RELIEF

Chamomilla Recutita 6c

A homeopathic medicinal product used within the homeopathic tradition for the symptomatic relief of teething pain and symptoms associated with teething.



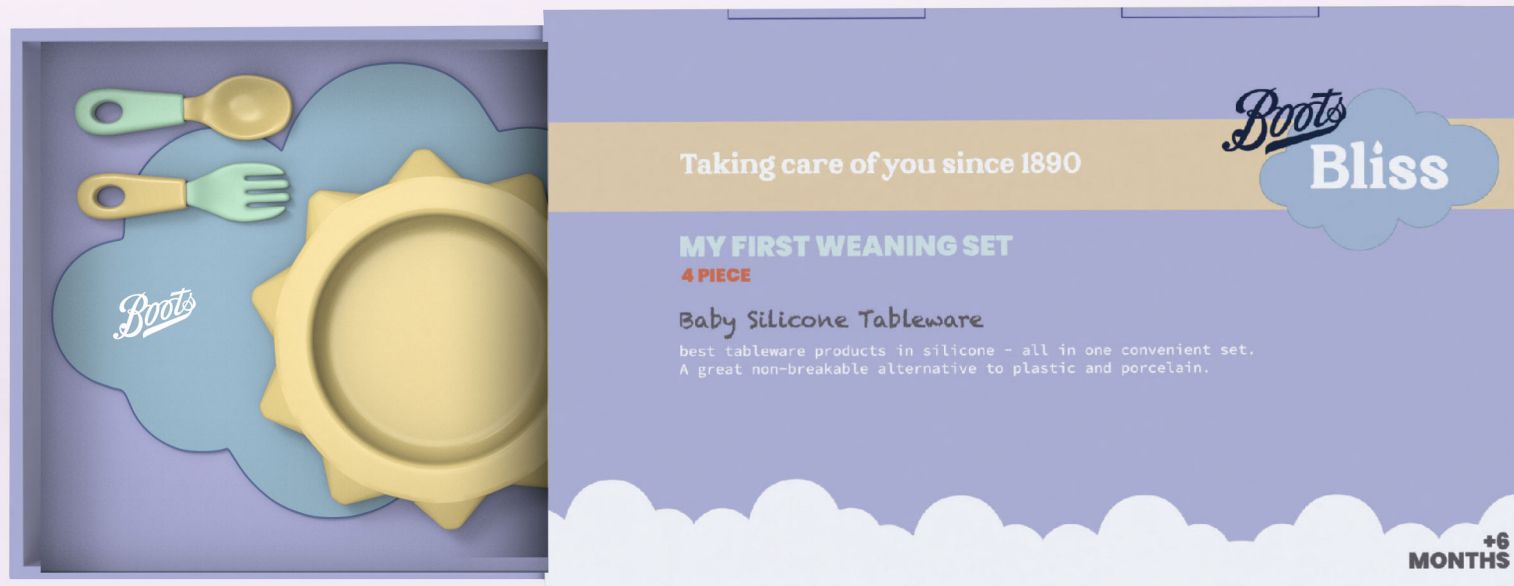


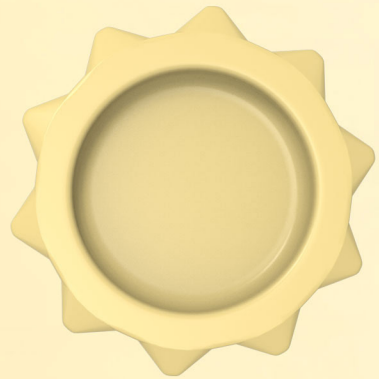
MY FIRST WEANING SET

4 PIECE

Baby Silicone Tableware

Best tableware products in silicone - all in one convenient set.
A great non-breakable alternative to plastic and porcelain.





Silicone dinner plate



Silicone Placemat
Blue or Peach



Silicone cutlery

