



Inspiring Beauty

№7 ~ 80 YEARS OF MAKING UP THE MODERN WOMAN

Loveliness that outlasts the years

The passing of the years need not mean the passing of beauty. For the foundation of beauty is a perfect, youthful complexion. Keep that and you hold the secret of lasting loveliness. There is a simple and sure way—the regular use of the world's finest Beauty Preparations—the "NUMBER SEVEN" Series.



"NUMBER SEVEN" preparations are the finest in the world for two very simple reasons. They are made by Boots The Chemists who have been making Toilet Preparations for 50 years. There is no substitute for experience. The second reason is that they were created in Boots world famous Research Laboratories and are therefore the finest that science can produce for beauty's needs. For the loveliness that lasts, use these perfect, but inexpensive products.

"NUMBER SEVEN" BEAUTY SERIES

On sale at all the larger branches of



Boots
Main London Depot:
182, Regent Street, W.1.

The MODERN way to loveliness

Theatre World July Issue.

Advertisement, 1935. From the Boots Archive, Y310/4



Leamington Spa store employees at an event to launch No7, 1935. From the Boots Archive, A30/37

The modern beauty industry really came of age during the 1930s, as mass-produced products became more readily available in the department and chain stores of Britain.

With images of society ladies and stars of the silver screen promoting the 'modern look', popular attitudes towards cosmetics started to relax.

Growing numbers of ordinary women were now eager to take their first tentative steps into the modern world of beauty, but many preparations required a significant investment of both time and money.

In the spring of 1935, mildly risqué magazine advertisements heralded the launch of Number Seven, a complete range of modern skincare products exclusively sold and manufactured by Boots. Initially only available in 50 leading stores, No7 offered luxurious and glamorous products similar to more expensive brands, but at a price more women could afford. Boots customers in London's West End were pampered at a new Number Seven Beauty Parlour on Regent Street, while

across the country a dedicated team of in-store beauty assistants guided women through the rituals of their first daily beauty routine.

"Up to now... there has been one advantage still reserved for the woman of means — beauty culture ... the recent introduction of the series of No7 Beauty Preparations... represents the beginning of a new chapter in feminine history."

Boots staff magazine
The Bee, 1935

But above all, No7 was a 'modern' way to loveliness. Created in 'Boots world-famous Research Laboratories' and wrapped in striking blue and yellow packages, here was a beauty range backed by science and experience, ready to take women glamorously into the modern world.

Customer booklet, c.1937. From the Boots Archive, A30/2

The modern way to loveliness

