

Ta Dah!

In recent decades, women have become more demanding as consumers of beauty products and their growing expectations have given them greater influence.

From the 1980s, a move towards purity in both skincare and cosmetics led to the removal of fragrances and unnecessary additives. Women wanted a wider range of products which directly answered their individual beauty needs, and for these to be easily available and have the proven backing of science.

No7, by now the leading skincare brand in the UK, quickly reacted and launched a series of new ranges that offered natural alternatives, colour-coded skincare solutions, and environmentally friendly ingredients and packaging. By 1990 the range had also responded to the growing interest in male skincare with the introduction of No7 for Men.

Today, the pervasive and powerful use of media imagery and the demands that these place on women

has led the beauty industry to act with greater social responsibility. Over the last 20 years, No7 has become increasingly active in celebrating a diverse range of beautiful women, wider ages and ethnic heritages. In 2011, Boots decided not to airbrush or Photoshop any images used in its No7 marketing campaigns, choosing instead to show their products and their models as they really are.

The success and endurance of the No7 range has rested largely on its ability to adapt to the changing social needs of women. Loved and trusted by successive generations, it remains true to its original purpose of allowing women to “step out in confidence, knowing that you are looking and so feeling at your very best” (No7 customer booklet, c.1949).



Advertisement, 2015. From the Boots Archive, Y371/123



Left: Customer leaflet, 2009. From the Boots Archive, 3328/3

Main image: Customer leaflet, c.1998. From the Boots Archive, 594



Finalists for the title of No7 Consultant of the Year, 1998. From the Boots Archive, 2466/9