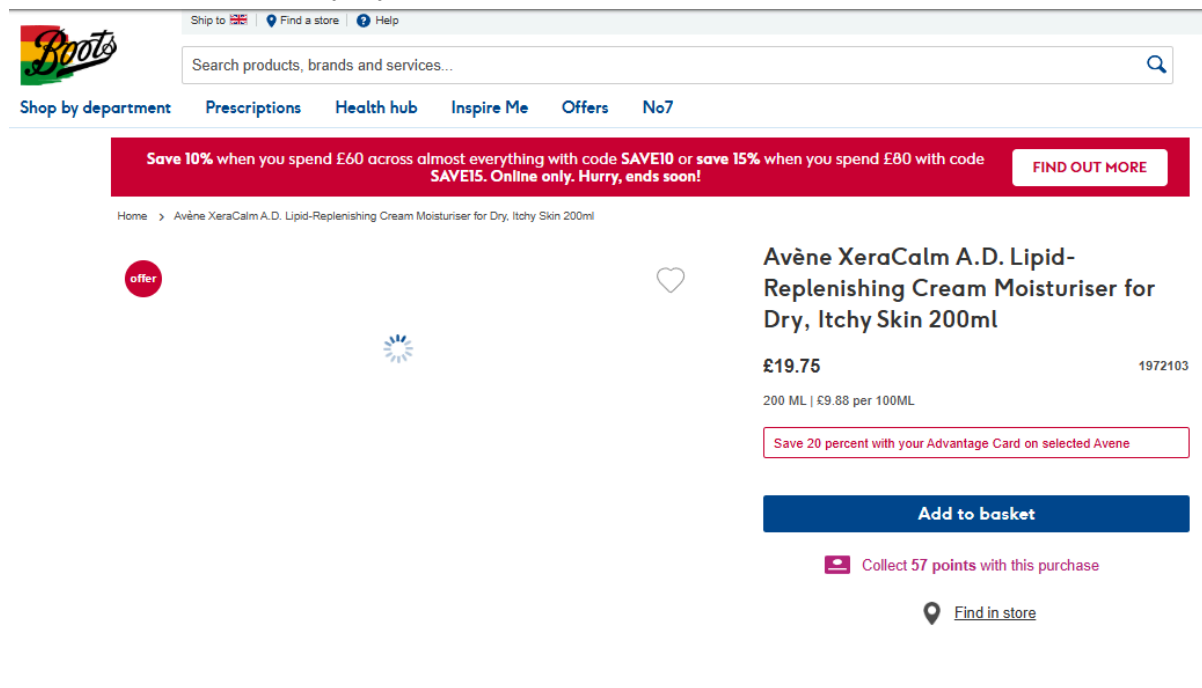


Annex A: Examples of potentially problematic promotions

1. Avène XeraCalm A.D. Lipid-Replenishing Cream Moisturiser for Dry, Itchy Skin 200ml when on loyalty promotion



Ship to Find a store Help

Search products, brands and services...

Shop by department Prescriptions Health hub Inspire Me Offers No7

Save 10% when you spend £60 across almost everything with code **SAVE10 or save 15% when you spend £80 with code **SAVE15**. Online only. Hurry, ends soon!** **FIND OUT MORE**

Home > Avène XeraCalm A.D. Lipid-Replenishing Cream Moisturiser for Dry, Itchy Skin 200ml

offer

Avène XeraCalm A.D. Lipid-Replenishing Cream Moisturiser for Dry, Itchy Skin 200ml

£19.75 1972103

200 ML | £9.88 per 100ML

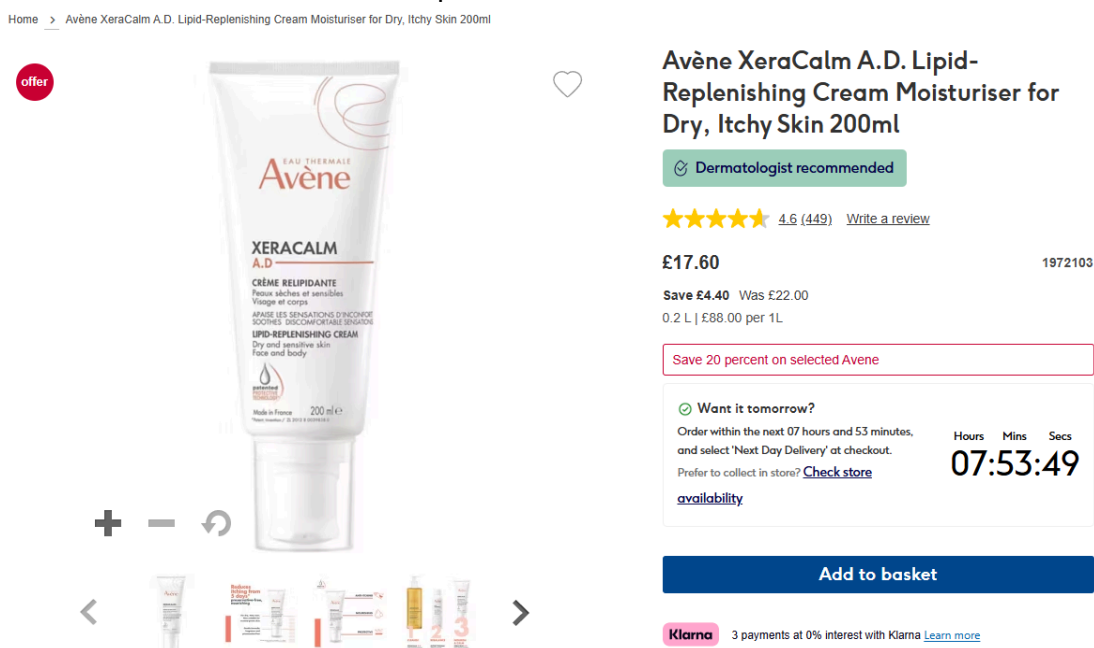
Save 20 percent with your Advantage Card on selected Avène

Add to basket

Collect 57 points with this purchase

[Find in store](#)

2. Avène XeraCalm A.D. Lipid-Replenishing Cream Moisturiser for Dry, Itchy Skin 200ml when on all customer price discount



Home > Avène XeraCalm A.D. Lipid-Replenishing Cream Moisturiser for Dry, Itchy Skin 200ml

offer

Avène XeraCalm A.D. Lipid-Replenishing Cream Moisturiser for Dry, Itchy Skin 200ml

£17.60 1972103

Save £4.40 Was £22.00

0.2 L | £88.00 per 1L

Save 20 percent on selected Avène

Want it tomorrow?
Order within the next 07 hours and 53 minutes, and select 'Next Day Delivery' at checkout.
Prefer to collect in store? [Check store availability](#)

07:53:49

Add to basket

Klarna 3 payments at 0% interest with Klarna [Learn more](#)

LOYALTY PRICING IN HEALTH AND BEAUTY - ANNEXES

3. Oral-B toothbrush at Superdrug when on loyalty promotion

The screenshot shows the product page for the Oral-B Pro 1 Pink Electric Toothbrush + Travel Case. The product is displayed in its packaging, which features the Oral-B logo and 'PRO SERIES 1' branding. The page includes a heart icon for favorites, a 'View Product Description' link, and a star rating of 4.5 (37 reviews). The price is listed as £69.99 each. A member price of £34.99 is shown, with a 'Sign In' link. The page also features an 'Offer' button and an 'Exclusive' label. A pink banner at the bottom states 'Members Only! 1/2 Price!'.

4. Oral-B toothbrush at Superdrug when on an all customer price discount

The screenshot shows the product page for the Oral-B Pro 1 Pink Electric Toothbrush + Travel Case. The product is displayed in its packaging, which features the Oral-B logo and 'PRO SERIES 1' branding. The page includes a heart icon for favorites, a 'View Product Description' link, and a star rating of 4.5 (41 reviews). The price is listed as £29.99 each, with a crossed-out original price of £69.99 and a -57% discount label. The page also features an 'Offer' button and an 'Exclusive' label. A pink banner at the bottom states 'Free next day delivery when you spend £35'. A 'Learn More' link is also present.

5. Example of Boots own brand price discount running simultaneously with a loyalty discount

The screenshot shows the Boots website product page for Boots DermoCare Ceramides Moisturising Lotion SPF30 50ml. The product is displayed in its packaging, which features the Boots logo and 'DermoCare' branding. The page includes a heart icon for favorites, a star rating of 4.5 (15 reviews), and a price of £6.40. A banner at the top states 'Save 20% on selected fragrances, premium beauty & No7 using code SAVE20 Online exclusive. So good it's nearly gone...'. A pink banner at the bottom states 'Save 20 percent on selected Boots Own Brand' and 'Save 10 percent on selected Boots Brand with your Advantage Card...'. A 'Want it tomorrow?' section shows a countdown timer of 05:15:49. The page also features an 'Add to basket' button and a 'Boots AI Assistant' chatbot.

Annex B: Typical presentations of loyalty offers at Boots and Superdrug

Boots typical online presentation of loyalty deals



The screenshot shows the Boots online product page for 'Boots Waterproof Plasters - 40 Pack'. The product is priced at £2.00 (40 UNI | £0.05 per 1UNI). A pink banner indicates a '10% OFF' discount for Boots Advantage Card members. A countdown timer shows 07:02:08 remaining for a 'Next Day Delivery' offer. The page includes an 'Add to basket' button and payment options like Klarna and PayPal.

Boots Waterproof Plasters - 40 Pack

★ ★ ★ ★ ★ 1.5 (17) [Write a review](#)

£2.00 871746

40 UNI | £0.05 per 1UNI

Save 10 percent on selected Boots Brand with your Advantage Card...

Want it tomorrow?
Order within the next 07 hours and 02 minutes,
and select 'Next Day Delivery' at checkout.
Prefer to collect in store? [Check store](#)
[availability](#)

07:02:08

Add to basket

Klarna 3 payments at 0% interest with Klarna [Learn more](#)

PayPal Pay in 3 interest-free payments on purchases from £20-£3,000. [Learn more](#)



Boots typical in-store presentation of loyalty deals



LOYALTY PRICING IN HEALTH AND BEAUTY - ANNEXES

Superdrug typical online presentation of loyalty deals

☆ / HAIR / HAIR TREATMENTS / HAIR CARE OILS



ogx Rescue Fusions 24H Frizz Control Smooth & Sleek Oil 50ml

[View Product Description](#) ★ ★ ★ ★ ★ (0)

£14.99
£299.80 per 1l

☆ **£7.49 Member Price** ⓘ
£14.98 per 100ml [Sign In](#)

Offer

Offer Members Only! Save 1/2 price

Members Only! Save 1/2 price on selected OGX

[Learn More](#) →

Superdrug typical in-store presentation of loyalty deals



Annex C: Rights of reply from Boots and Superdrug

A spokesperson for Boots said: “At Boots we strive to deliver great value for money for our customers every day. Boots Advantage Card members benefit from earning points on their purchases, enjoy an ongoing 10% discount on Boots own brand products, and have access to exclusive promotional prices. We welcome the loyalty pricing report from the CMA and the clarification it provides. Boots is a strong supporter of transparency to consumers and consistent standards across all retailers in the industry. We have taken on board the report’s guidance and have been working diligently to ensure all our promotions are aligned to it.”

A spokesperson for Superdrug said: “As an accessible health and beauty retailer, we strive to deliver value to all our customers, and especially our Health & Beautycard members, who save more with our most competitive pricing and a range of points and reward opportunities. Across the year we offer regular promotions to all customers, as well as favourable members-only pricing. This ensures our pricing is competitive across the market, but also that our most loyal shoppers can purchase at the best prices most frequently via member events. We always aim to offer value and savings to customers ensuring we are clear, fair and reward loyalty.”