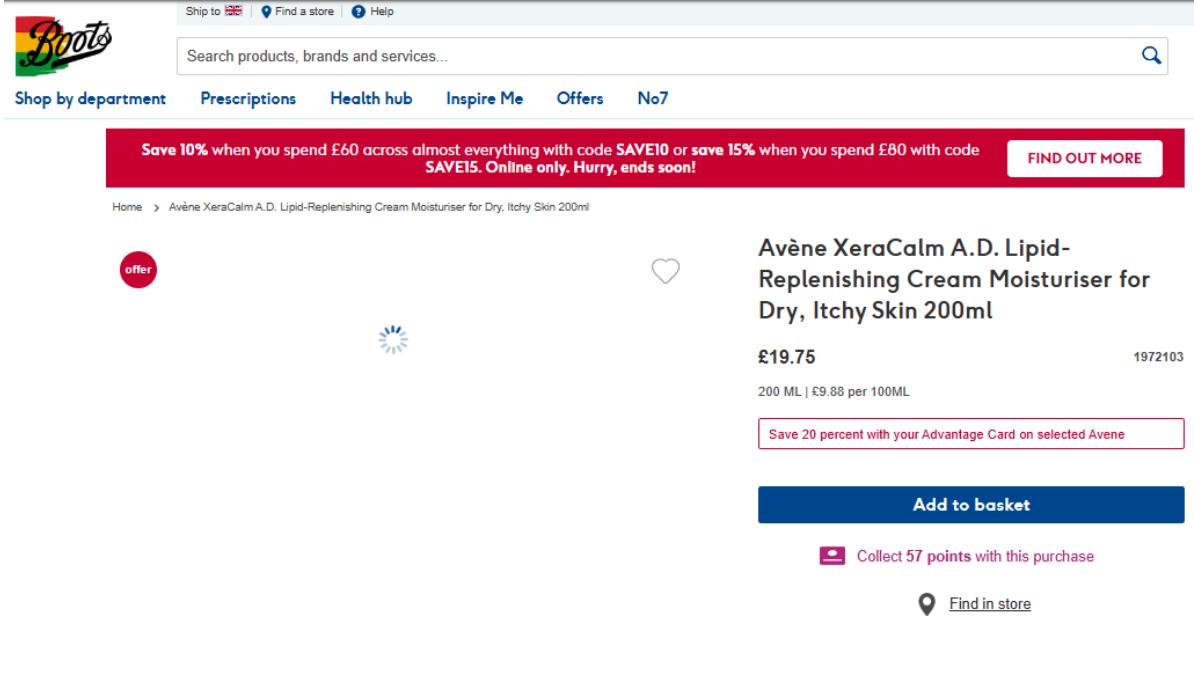


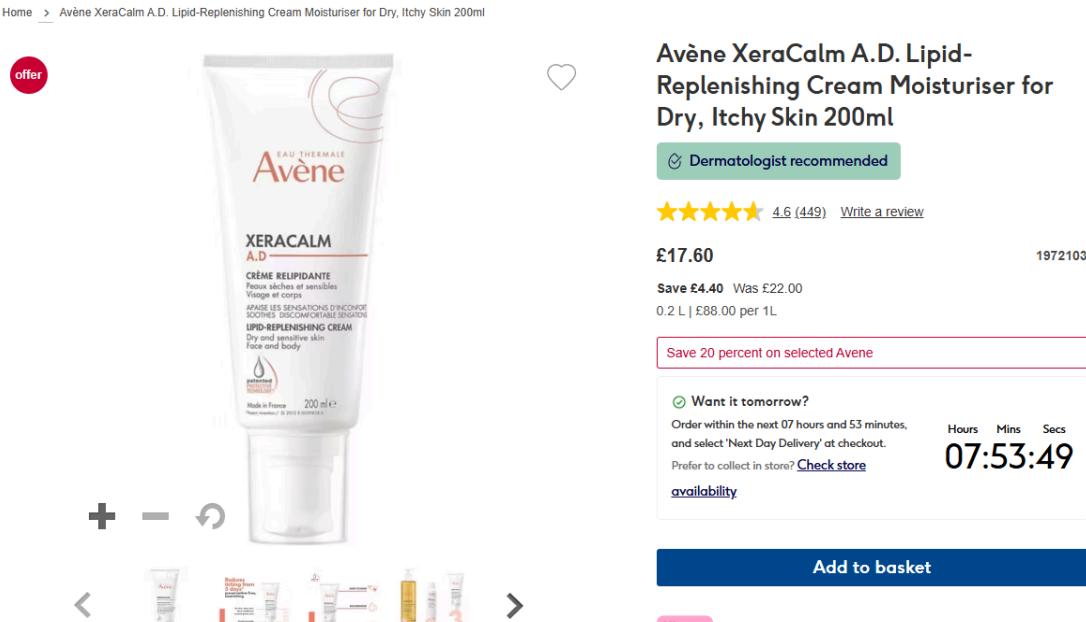
Annex A: Examples of potentially problematic promotions

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



Boots website screenshot showing a loyalty promotion. The top banner says: "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!" Below the banner, the product is listed: Avène XeraCalm A.D. Lipid-Replenishing Cream Moisturiser for Dry, Itchy Skin 200ml. The price is £19.75. A red box highlights "Save 20 percent with your Advantage Card on selected Avene". A "Add to basket" button is visible. A note says "Collect 57 points with this purchase".

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



Boots website screenshot showing an all-customer price discount. The product is listed: Avène XeraCalm A.D. Lipid-Replenishing Cream Moisturiser for Dry, Itchy Skin 200ml. The price is £17.60. A red box highlights "Save 20 percent on selected Avene". A note says "Want it tomorrow? Order within the next 07 hours and 53 minutes, and select 'Next Day Delivery' at checkout." A timer shows "07:53:49". A "Add to basket" button is visible. A note at the bottom says "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

Oral-B

Oral-B Pro 1 Pink Electric Toothbrush + Travel Case

[View Product Description](#) ★★★★★ (37)

£69.99
£69.99 each

£34.99 Member Price £34.99 each [Sign In](#)

Offer Exclusive

Offer Members Only! 1/2 Price!

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

★ / ELECTRICALS / ELECTRICAL TOOTHBRUSH

Oral-B

Oral-B Pro 1 Pink Electric Toothbrush + Travel Case

[View Product Description](#) ★★★★★ (41)

£29.99 was £69.99 -57%
£29.99 each

Offer Exclusive

Offer Free next day delivery when you spend £35

Free next day delivery when you spend £35 on selected Oral care

[Learn More →](#)

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

Boots

Shop by department Prescriptions Health hub Inspire Me Offers No7

Save 20% on selected fragrance, premium beauty & No7 using code **SAVE20**. Online exclusive. So good it's nearly gone...

[COPY CODE](#) [SHOP NOW](#)

Boots DermaCare Ceramides Moisturising Lotion SPF30 50ml

★★★★★ 4.5 (15) [Write a review](#)

£6.40
Save £1.60 Was £8.00
0.05 L | £128.00 per 1L

Boots DermaCare Ceramides Moisturising Lotion SPF30 50ml

★★★★★ 4.5 (15) [Write a review](#)

£6.40
Save £1.60 Was £8.00
0.05 L | £128.00 per 1L

Went it tomorrow?
Order within the next 05 hours and 15 minutes,
and select 'Next Day Delivery' at checkout.
Prior to collect in store? [Check store](#)

Hours: 05:15:49

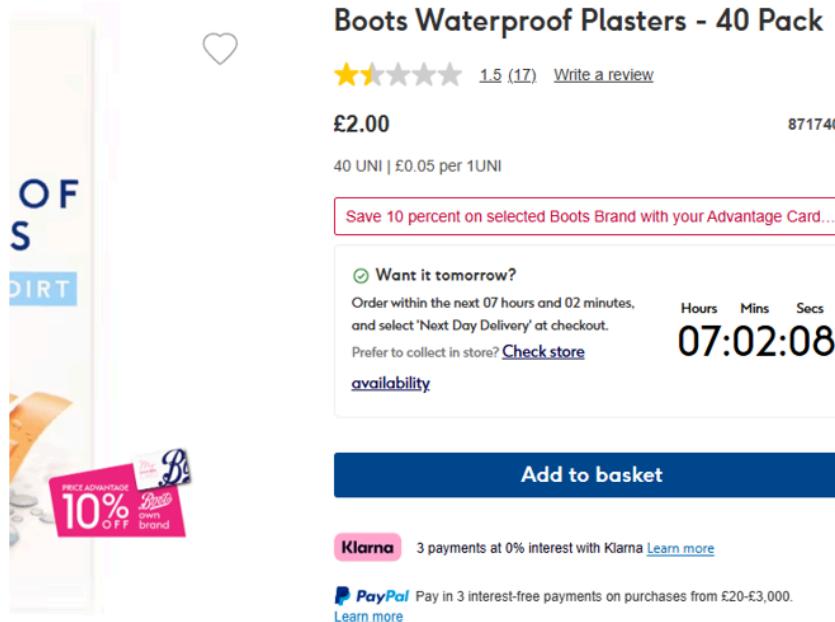
[Add to basket](#)

What can I help you with?

BOOTS AI ASSISTANT

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

Boots typical online presentation of loyalty deals



The screenshot shows a product page for 'Boots Waterproof Plasters - 40 Pack'. The product image is a box of plasters. The page includes a star rating of 1.5 (17) and a link to 'Write a review'. The price is £2.00, and there are 871740 units in stock. A note says '40 UNI | £0.05 per 1UNI'. A promotional message 'Save 10 percent on selected Boots Brand with your Advantage Card...' is shown. A delivery timer indicates 'Want it tomorrow?' with a deadline of 07:02:08. Payment options for 'Add to basket' include Klarna (3 payments at 0% interest) and PayPal (Pay in 3 interest-free payments from £20-£3,000). A '10% OFF' discount is also visible.

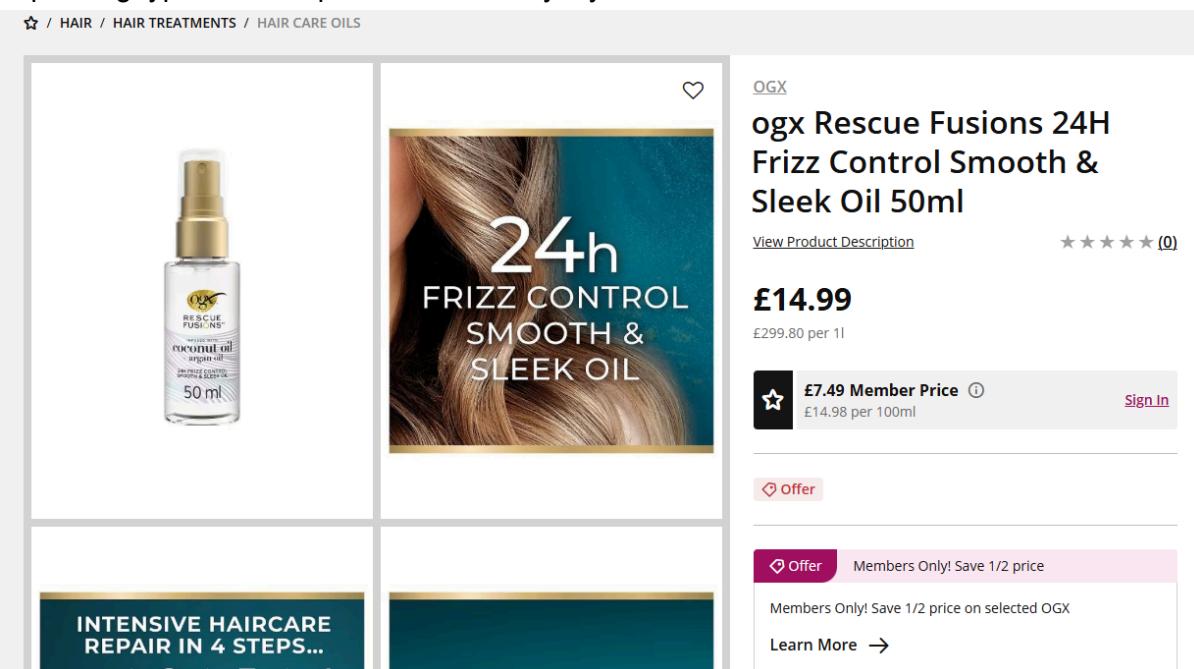
Boots typical in-store presentation of loyalty deals



LOYALTY PRICING IN HEALTH AND BEAUTY - ANNEXES

Superdrug typical online presentation of loyalty deals

☆ / HAIR / HAIR TREATMENTS / HAIR CARE OILS



OGX
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](#) 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.”