



FOR IMMEDIATE RELEASE

Anti-Aging Serum that's Creating a Frenzy in the UK and US Comes to Canada

Shoppers Drug Mart is Exclusive Supplier of Boots No7 Restore & Renew

Toronto, Ontario, August 7, 2007 – The anti-aging serum that's getting major international media buzz with line-ups at stores throughout the UK and the US and waiting lists in Canada – has finally arrived in Canada.

Boots No7 Restore & Renew®, called No7 Protect & Perfect® in the UK, is available exclusively in select Shoppers Drug Mart™ stores across Canada.

“The frenzy over Boots No7 Protect & Perfect® began after a recent BBC documentary in the UK called *Horizon*,” says Morne Van Wyk, Vice President, Corporate Brands, Shoppers Drug Mart. “Immediately following the program, sales soared with one product sold every 1.3 seconds in that market.”

The documentary examined the science behind cosmetics, particularly products claiming to prevent and repair the signs of aging such as pigmentation, lines and wrinkles. The program found that one product stood out as actually beginning to repair the damage to the skin's structure -- Boots No7 Protect & Perfect.

The North American equivalent, Boots No7 Restore & Renew, is available exclusively at select Shoppers Drug Marts across Canada and Pharmaprix^{MD} stores in Quebec, and retails for \$25. A small quantity of the beauty serum was brought into Canada by Shoppers Drug Mart earlier this year but sold out quickly. Canadians can log onto Shoppers Drug Mart's website (www.shoppersdrugmart.ca) and use the store locator to find the store nearest them that carries the Boots cosmetics line.

For its program, BBC's *Horizon* approached a team of scientists at Manchester University who were conducting research into skin-aging, especially the effect of UV light on skin structures like fibrillin that provides the skin with mechanical support. According to the program, the Dermatology Department of the University of Manchester has been researching Tretinoin for years. The Department was convinced that no over-the-counter anti-aging cream could match the effectiveness of Tretinoin (the prescription drug retinoic acid) until, according to the show, the Department was asked to investigate an off-the-shelf product from Boots.

What they found was that a skin-firming and complexion-brightening serum, Boots No7 Protect & Perfect, delivers visible results. Independent tests have

shown that the No7 product has an effect similar to retinoic acid – a prescription-only treatment that's known to repair the signs of photo-aging.

Testing was carried out on volunteers by measuring levels of fibrillin (one of the skin's proteins that are affected by UV damage to skin). The Manchester team was actually able to see damaged skin structure repaired with the serum. In tests carried out in everyday conditions, women who tried out the product recognized an improvement in their own fine lines and wrinkles.

Boots' Skincare Scientific Advisor, Steve Barton says, "The complex in the product addresses the different underlying problems with wrinkles – reduced collagen production, increased collagen breakdown, and lost elastin. The product's ingredients, specially chosen for their beneficial effects on the skin, include among other things peptides that have been shown to increase the levels of supporting collagen, and white lupin extract to reduce the breakdown of collagen by enzymes."

The only difference between the UK and North American products, besides the name, is a difference in the molecular structure of one ingredient that does not change its action in the product. It is important to note that any claims about the effect of the serum are based on the total formulation and not on any one ingredient.

Boots No7® is the number one cosmetics and skincare brand in Britain, with an estimated one in three women owning a No7 product. No7 Protect & Perfect is sold out in the UK, and is now being produced hourly by the thousands to keep up with consumer demand.

In Canada, Boots No7 Restore & Renew is available only at select Shoppers Drug Mart and Pharmaprix stores.

Shoppers Drug Mart Corporation is one of the most recognized and trusted names in Canadian retailing. The Company is the licensor of full-service retail drug stores operating under the name Shoppers Drug Mart (Pharmaprix in Québec). With 1,000 Shoppers Drug Mart and Pharmaprix stores operating in prime locations in each province and two territories, the Company is one of the most convenient retailers in Canada. The Company also owns and operates 59 Shoppers Home Health Care stores, making it the largest Canadian retailer of home health care products and services. In addition to its retail store network, the Company also owns MediSystem Technologies Inc., a provider of pharmaceutical products and services to long-term care facilities in Ontario and Alberta.

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For further information, visit www.shoppersdrugmart.ca or contact:

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