

# Boots creates the very first fragrance in aid of BBC Children in Need in Need



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Industry: [Consumer Services](#)

**Press Release Summary: Boots has created two fragrances as part of its support of this years BBC Children in Need campaign**

Press Release Body: **Boots** has created two fragrances to generate funds for **BBC Children in Need 2008**, the fifth year the company has lent its support to the charity.



The 'his' and 'hers' fragrances from **Boots** are called **Hug for Her and Hug for Him\***. The bottles, coloured gold for **Hug for Her** and silver for **Hug for Him**, come complete with a Pudsey-inspired phone charm. The fragrances themselves have been specially created to conjure up memories of a happy childhood.

**Hug for Her** is all about the familiar smell of bath time; the smell of warm towels with a hint of baby powder,

whereas [Hug For Him](#) has the scent of wood shavings overlaid with the sweet scent of cola, to represent a school pencil case that contains everything from pens and pencils, through to sticky sweets.

**Colette Phillips, Charity Marketing Manager for Boots**, said: "We absolutely tried to recreate comforting scents that are defining memories from childhood. Our customers who buy a [Hug fragrance](#) to support Children In Need will relive happy memories of their childhood, whilst the donation they have made will help BBC Children in Need create brighter futures for some of today's generation of children."

**Boots** has supported **BBC Children in Need** for the past four years and helped raise a record total of £1.2 million pounds for the children's charity during last year's fundraising.

Colette continued: "This year BBC Children in Need is all about doing something different, so we thought we should follow that ethos here at Boots. Traditionally, all our [Children in Need Pudsey](#) products, which are sold to raise funds for the charity have been focused on children, but this year we thought we should do something different and create products that adults can also enjoy."



The fragrances are just two of ten **Pudsey** products available from **Boots**. Other products include a mug, badges, a Pudsey bear and a bag, and the obligatory **Pudsey** ears.

In addition, **Boots** store teams around the country and teams at the **Boots Support Offices** will be joining in the fun with some innovative fund-raising ideas.

**\* Hug for Her and Hug for Him each cost £10, with £3.50 from each product sold being donated to BBC Children in Need.**

**About Children in Need:**

The BBC Children in Need Appeal is in its 28th year and over that time has raised more than £470m to help disadvantaged children and young people in the UK. The statistics show just how necessary the charity's work is; in the UK it's estimated that 2.8 million children live in poverty, one hundred thousand children run away from home each year, one child in twenty is classified as disabled and there are 175,000 young carers in Great Britain. More information on the BBC Children in Need Charity (registered charity no. 802052) is available at [www.bbc.co.uk/pudsey](http://www.bbc.co.uk/pudsey)

**About Boots**

Boots UK is the UK pharmacy-led health and beauty retailing business of Alliance Boots.

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