

## Boots UK Ltd in Eyewear (United Kingdom)

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### Abstracts

Boots UK benefited from a shift in focus for its Boots Opticians outlets in 2014, introducing value-added offers such as free anti-reflection coating and UV protection on spectacle lenses and more comprehensive health checks and consumer education. The chain is expected to benefit from this shift and from expansion in its range, particularly within designer spectacles. Boots Opticians aimed to pioneer a shift in overall optical goods stores with its repositioning, moving from a focus purely on...

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