



Linda Nolan, Head of Marketing, Boots Ireland

Boots Ireland

Once again, Boots Ireland is delighted to support female entrepreneurs and innovation through the Starting Strong programme. Boots Ireland is a leading pharmacy-led health and beauty retailer with 89 Boots stores and over 2,000 employees located nationwide. Established in Ireland since 1996, Boots Ireland's mission is to be the first choice for pharmacy, well-being and beauty, caring for people and communities in Ireland. Our customers are at the heart of our business and we are committed to providing exceptional care and offering innovative products all delivered with the great value customers love. We are proud of our community partnerships. In particular, our charity partnership with the Irish Cancer Society, which aims to support those living with cancer in Ireland and to increase awareness, promote prevention and raise vital funds for the Night Nurse Service. We aim to always be the employer of choice, attracting and retaining the most talented and passionate people.

Boots has built a reputation in cutting edge innovation in health, beauty and wellness. This year, Boots was recognised as the most reputable retailer and pharmacy in Ireland for the second year running, according to the 2021 Ireland RepTrak® study. Boots Ireland products and services have also been rated the most reputable in the country.

Linda Nolan, Head of Marketing at Boots Ireland commented: *"At Boots Ireland we have been proud supporters of the Starting Strong programme for the last 7 years and have really seen the positive impact the programme makes. As a company with a strong female customer base, developing female entrepreneurship and supporting ambitious female innovators is important to us. This year's panel of participants have developed a vast array of innovative products and services and we look forward to working closely with them."*

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