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**Boots reports impressive pre-orders of eagerly awaited new anti-ageing cream**

*Boots.com has set up a waiting list online for the new Olay Regenerist Daily 3-Point Treatment Cream, and already over one thousand women have signed up*

**/24-7PressRelease/** - May 01, 2008 - The health and beauty online retailer boots.com has won an exclusivity period for the hotly anticipated new anti-ageing cream, Olay Regenerist Daily 3 Point Treatment Cream. For the first 10 days of sale this cream will only be available at boots.com, so the website has set up a waiting list for the cream, and prior to its release, over 1000 women have already signed up.

The new [Olay Regenerist](#) Daily 3-point Treatment Cream aims to give women dramatically younger looking skin especially around the three key zones of eyes, jawline and neck. The new cream is currently the number one facial moisturiser in the States from [Olay](#) and this success is credited to the cream's formula, which has its most concentrated-ever amino-peptide complex. In customer research in the United States it has even outperformed many iconic creams.

Celeste Sinclair, Beauty Buyer for boots.com said, "Olay Regenerist Daily 3 Point Treatment Cream is one of the most hotly anticipated anti-ageing creams since No7's Protect & Perfect last year. We know that there has been frenzy over the cream in the US and that women in the UK are desperate to get their hands on it as soon as it is available. We took the decision to set up a waiting list so that women are the first to know when the product is available - we didn't want to be responsible for creating worry lines if women were left fretting over when and where they could get the cream"

This is only the second waiting list that Boots has ever had for a skincare brand, the first being for the hugely successful No7 Protect & Perfect in 2007. This [anti wrinkle cream](#) sold out overnight after scientists found it was actually proven to reduce fine lines and wrinkles and whilst extra stock was in production, thousands of people signed up to the waiting list online. Celeste continued, "We have learnt that people really appreciate knowing that their "must-have" product can be delivered to them as soon as it goes on sale. As boots.com gains more exclusive lines, it may be that we will introduce waiting lists on a more regular basis, to ensure we provide as good a customer service as possible to everyone keen on getting the newest health and beauty products."

The exclusive launch of Olay Regenerist Daily 3-Point Treatment Cream follows hot on the heels of other high profile exclusives earlier in 2008, including the massively successful Tri-Aktiline Instant Deep Wrinkle Filler cream and the men's fragrance Boss Pure.

**About Boots**

[Boots](#) is the UK's leading retailer of beauty products, including [skincare products](#) and health products, with thousands of products from prestigious brands, as well as exclusive brands that can't be found anywhere else in the UK, either on the high street or online.

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