

Boots.com adopts the Royal Pharmaceutical Society's Internet Pharmacy Logo



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Press Release Summary: Boots.com is adopting a scheme launched this week by the Royal Pharmaceutical Society of Great Britain (RPSGB) to introduce the Internet Pharmacy Logo, which aims to reassure consumers that they are ordering from reputable pharmacy sites.

Press Release Body: **Boots.com** is adopting a scheme launched this week by the **Royal Pharmaceutical Society of Great Britain (RPSGB)** to introduce an **Internet Pharmacy Logo**, which aims to reassure consumers that they are ordering from reputable pharmacy sites.

[Boots](#) took part in the successful pilot of the **Internet Pharmacy Logo during 2007**, which aimed to provide the public with a visual tool to help them identify websites being operated by a bona fide pharmacy. Following this successful pilot, the **Internet Pharmacy Logo scheme** is now being rolled out across all registered online pharmacies in Britain as a voluntary scheme.

The **[Internet Pharmacy Logo](#)** has come in response to research undertaken by the RPSGB, which shows that millions of people could

potentially be buying prescription-only medicines from rogue internet sites.

The research shows that over two million people across Britain regularly purchase medicines via the web. Whilst [legitimate online pharmacies](#) provide a professional service, **RPSGB** say there are suppliers operating from websites offering to sell medicines who have no professional qualifications or healthcare expertise. The concern is that medicines purchased from such sites can be counterfeit, substandard or unapproved new drugs, putting public safety at risk.

The logo will be visible on the Pharmacy and Health pages of boots.com, featuring the unique registration number of the pharmacy premises. By clicking on the logo, web users can verify the registration details of both the pharmacy and the pharmacist(s) behind the website.

Angela Chalmers, Boots Pharmacist said; *"We know that customers are using the internet more and more for health advice; in research by **Boots** in 2007 over 40% of people said the web was their first port of call for health information. We wholeheartedly support the **Royal Pharmaceutical Society's** initiative in introducing the **Internet Pharmacy Logo**. We hope it encourages web users to check the validity of websites and therefore to find credible advice and to shop online for products safely and securely."*

About

Boots is a UK retailer of [health products](#), also providing [health information](#) on a wide variety of topics.

Boots

Boots Pharmacy Superintendent is responsible for healthcare advice provided in relation to Pharmacy medicines and other healthcare advice located within the **Boots Pharmacy** pages of **Boots.com**. **Boots.com** is the trading name of **Boots.com Direct Limited** (VAT No. 116 3001 29), an **Alliance Boots** company. All other information and advice on **Boots.com** is the responsibility of **Boots.com Direct Limited**.

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