

Lloyds opens first Betterlife store

BY BEN COOPER

LloydsPharmacy has opened its first Betterlife store, which sells healthcare and mobility aids. It previously ran the brand as an eetail business.

The store, which specialises in products aimed at enabling independent living for disabled customers, opened last week in New Wortley, Leeds.

The 3,229 sq ft shop sells products that are available on the Betterlife website, and has been designed with a number of interactive features including a wall-mounted car boot for shoppers to test how easily items can be transported, and a multi-surface track to try out mobility scooters.

The store, which opened on



The new LloydsPharmacy Betterlife store is in New Wortley, Leeds

Friday, is adjacent to a LloydsPharmacy branch.

Betterlife from LloydsPharmacy head Grant Abrahams said: "The store is much more than just a large retail space – it's an interactive

experience designed with customers' needs and concerns in mind.

"For many people, admitting that they need some help with their mobility can be an overwhelming chapter in their lives, so our plans

have always focused on how we can make the experience not only easy but also relaxing, enjoyable and informative."

Betterlife, which is based in Chorley near Preston, was founded as an eetailer in 2005. In 2010 Lloyds acquired an 80% stake in the eetailer, securing the remaining 20% in 2012.

LloydsPharmacy is part of Celacio, an international wholesaler and retail group in the pharmaceuticals sector.

In January this year the group fought off a \$8.6bn (£5.2bn) bid from US drugs wholesaler McKesson, thwarting a deal that would have made the merged company one of the world's largest pharmaceuticals suppliers.