

Summer Skin Care Buyers 202,000 Last 12 Month Buyers 146,400 with E-mail Addresses

Description: Target known buyers of skin care products. These women love buying the latest cosmetic products to keep themselves looking youthful and radiant. Skin care purchases include products such as facial creams to reverse aging, as well as sunscreens to prevent skin damage. Half of these female buyers are over 50, but younger women are also investing in staying safe from the sun during the summer months. These young women know the importance of preventative skin care in the fight against aging. Looking young is paramount to these women, regardless of age, and it is very important to always be up to date with the newest technology in skin protection.



As summer begins be the first to reach these consumers who know the value of sun protection. Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.

Selections include: Age, Income, Ethnicity, Lifestyle Interest, Gender, Recency, Frequency, Dollar Amount, and E-mail Address

Ideal prospects for: Beauty and Cosmetic Catalogs, Retail Offers, and Health and Fitness Magazines

For all inquiries, counts and orders please contact:

Marketing Department
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BASE (includes all selects) \$80/M

MATERIAL CHARGES

E-mail \$50/F

ADDITIONAL SELECTION CHARGES

SCF	\$5/M
State	\$5/M
Zip Code	\$5/M
Run Charges	\$8/M
E-mail Address	\$85/M
Deployment	\$10/M

Minimum Postal Order: 5,000

Minimum E-mail Order: 20,000

Net Name Policy: Please Inquire

Rental Price is for one time usage

Update Schedule: May 2010