



# Essential Living

## Natural Health Product Buyers

**UPDATE**

3/5/2008

Names thru  
FEB 2008

103,655	12 Month Buyers	\$95/M
23,951	Quarterly Hotline	\$105/M
	<b>Fundraising Rate</b>	<b>\$75/M</b>

**UNIT OF SALE:**  
\$55.00 - \$200.00

**MINIMUM TEST**  
5000

**PROFILE:** Reach highly motivated health conscious upscale buyers who have spent \$55 - \$200 and up to purchase a variety of *natural* health and beauty products including herbal diet and weight loss products, vitamin & mineral supplements, massage oils and aroma therapy products to increase their physical performance, lose weight and maintain their vitality and well being.

**MAINT:**  
Cheshire Labels, - N/C  
Floppy Disc \$15.00  
Magtape: \$25.00  
P/S Labels: \$8.00/M  
E-mail/Modem: \$15.00

These highly committed *natural* healthcare product buyers (most are repeat buyers) have made their purchases via direct mail and have paid with a major credit card.

**SELECTS:**  
100% Zip Sequence  
State, SCF \$ 5.00/M  
Keying \$ 2.00/M  
Run Charges \$10.00/M  
Phones \$10.00/M  
Age \$ 5.00/M  
Gender \$ 5.00/M

All of these upscale, enthusiastic, health conscious individuals are committed to maintaining optimum health and have above average discretionary money to spend on products that will enhance their overall well being and add quality to their lives.

- ▶ **Age range 35 - 50**
- ▶ **H/H income \$75,000+**
- ▶ **55% female**
- ▶ **Unit of sale \$55.00 - \$200.00**

List Information  
Contact:  
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**RECOMMENDED USAGE:**

These 100% buyers are a perfect audience for:

- |                         |                       |
|-------------------------|-----------------------|
| Vitamin Health Catalogs | Fund Raising          |
| Self Improvement        | Credit Card Offers    |
| Travel                  | Consumer Publications |
| Upscale Gift Catalogs   | Health Publications   |
| Home furnishings        | Diet & Weight Loss    |

NEW MAILER REQUIRED TO  
PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 5,000 2 SMP  
REQUIRED. 20% COMMISSION  
TO RECOGNIZED BROKERS.  
ORDERS CANCELLED AFTER  
MAIL DATE REQUIRE PAYMENT  
IN FULL.

**UNIT OF SALE:** \$55.00 - \$200.00 and up

**SOURCE:** 100% Direct Mail

ALL CANCELLED ORDERS WILL  
BE BILLED AT A FLAT FEE OF  
\$50 IN ADDITION TO,  
APPLICABLE, RUN CHARGES  
OF \$10/M AND SELECTION,  
TAPE AND SHIPPING  
CHARGES.

**ZIP+4 and NCOA'd cleaned quarterly**

CARD# EL1



**GLOBAL DIRECT List Management**

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