

# DERMOLOGY ANTI-WRINKLE CREAM KIT BUYERS

## Health & Wellness

### FILE DESCRIPTION

The buyers on this file are searching for the fountain of youth. They have purchased the Dermology Anti-Aging Solution skincare system, valued at \$29.99. Dermology promises to eliminate the appearance of fine lines & wrinkles, remove the appearance of unsightly crow's feet, improve skin's firmness & elasticity, and protect skin from future signs of aging. The product has been advertised on MSN, CNN.COM, MSNBC, FOX, AND USATODAY.COM.

Dermology buyers are mostly female home owners with a median income of \$59,000 annually. Their median age is 58 and they are interested in online education, money-making opportunities, and cruises. Many have also reported diabetes, arthritis, and other orthopedic ailments.

### FILE BREAKDOWN

330,451	Total File (Last 3 Months)	\$115.00/M
18,956	1 Month Hotline	+\$15.00/M
call for count	International Buyers	\$175.00/M

Minimum Order: Postal 5,000; Email 10,000

### PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Transmission Fee	\$40.00/M

### EMAIL BROADCAST CHARGES

Email Address	\$160.00/M
Splits - First Pair	\$100.00/F
Each Additional Split	\$75.00/F
Suppression File	\$5.00/M or \$250 min
Test - First 2	No Charge
Each Additional Test	\$100.00/F



### SELECTIONS AVAILABLE

Age	\$7.00/M
Donors	\$7.00/M
Ethnicity	\$7.00/M
Gender	\$7.00/M
Health & Wellness	\$7.00/M
Hobbies/Interests	\$7.00/M
Home/Mortgage	\$7.00/M
Household	\$7.00/M
Income	\$10.00/M
Investment Type	\$7.00/M
KeyCode	\$2.00/M
Language	\$10.00/M
Lifestyle/Life Change Event	\$7.00/M
Marital Status	\$10.00/M
Occupation	\$7.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Religious Affiliation	\$10.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$100.00/M
Zip/SCF/State	\$7.00/M

## Postal, Telephone, Email

### PROFILE

GENDER:	63% Female
	37% Male
AVG AGE:	58
AVG HHI:	\$59,000
AVG SALE:	\$29.99

### SOURCE

Internet Direct Response

### RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

### CONTACT

For more information, contact:

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# Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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