

BIOTECH RESEARCH BEAUTY BUYERS

12,000 4TH QTR 2005 HOTLINE BUYERS \$120/M +\$10/M
5,000 3RD QTR 2005 HOTLINE BUYERS \$120/M +\$10/M
9,000 2ND QTR 2005 HOTLINE BUYERS \$120/M +\$10/M
13,000 1ST QTR 2005 HOTLINE BUYERS \$120/M +\$10/M
9,000 4TH QTR 2004 HOTLINE BUYERS \$120/M +\$10/M

RECIPROCAL PRICING APPLIES

SUMMARY: BUYERS HAVE PURCHASED VARIOUS PRODUCTS INCLUDING ALPHA BASICS, A BREAKTHROUGH LOTION DEVELOPED TO DELIVER COLLAGEN AND HYALURONIC ACID TO THE SKIN WITHOUT COSTLY INJECTIONS. AS MORE AND MORE BABY BOOMERS JOIN THE QUEST FOR YOUTH, BIOTECH RESEARCH BEAUTY BUYERS BECOME AN EXCELLENT AUDIENCE FOR ALL BEAUTY PRODUCTS, FACELIFT IN A BOTTLE AND/OR ANY MAILER TARGETING THE AGING BABYBOOMER.

DEMOGRAPHICS: 73% FEMALE

UNIT SALE: \$55

SOURCE: DIRECT MAIL
SPACE ADS

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

BIOTECHBEM

JANUARY 2006

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

PAYMENT \$10/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000