

**BIOTECH RESEARCH MASTERFILE**

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158,000 1ST QTR 2011 HOTLINE BUYERS \$130/M +\$10/M  
259,000 2010 BUYERS \$130/M  
490,000 2009 BUYERS \$130/M  
538,000 2008 BUYERS \$130/M  
555,000 2007 BUYERS \$130/M  
356,000 2006 BUYERS \$130/M

SEE INDIVIDUAL DATACARDS FOR NAMES PRIOR TO 1ST Q 06

A MASTERFILE SELECTABLE BY PRODUCT TYPE

PRODUCTS: BUYERS OF HEALTH ENHANCING PRODUCTS  
THE EDENPURE AIR PURIFIER, IONLITE LAMP, BIO  
SPEED CLEAN SWEEPER OR EDENPURE PORTABLE HEATER.  
EDENPURE AIR PURIFIERS ELIMINATE DUST, SMOKE,  
POLLEN, GERMS, VIRUSES, MOLD, CARBON MONOXIDE,  
PET DANDER, DUST MITES AND MORE PROVIDING  
RELIEF FOR ALLERGIES AND SINUSES WHILE ONLY  
USING 50 WATTS OF ELECTRICITY. IONLITE PURIFIES  
THE AIR BY GENERATING CLEAN AND PURE IONS.  
THE BIO SPEED CLEAN SWEEPER, A NEW ULTRA HIGH-  
TECH SWEEPER CAPABLE OF 4 TIMES FASTER THAN  
ORDINARY SWEEPERS, ELIMINATES THE DEEP DIRT  
AND DUSTMITES THAT CAUSE ALLERGIES, ASTHMA,  
ILLNESS AND ODORS. EDENPURE PORTABLE HEATER  
UTILIZES ITS ADVANCED SPACE AGE QUARTZ  
INFRA RED TECHNOLOGY TO HEAT A LARGE ROOM IN  
5 MINUTES WITHOUT THE SIDE EFFECTS OF TRADITIONAL  
COMBUSTIBLE HEAT SOURCES.

HEALTH: BUYERS OF A NUMBER OF PRODUCTS FROM  
BIOTECH RESEARCH INCLUDING THE PAIN NOT PAIN  
PATCH AND KNEED IT KNEE SAVER, THERAPEACE MIND  
AND NECK MASSAGER, FOOT CHOICE INSOLES AND THERMOTEX  
INFRARED HEATING PAD.

BEAUTY: BUYERS OF VARIOUS PRODUCTS INCLUDING  
ALPHA BASICS, A BREAKTHROUGH LOTION DEVELOPED  
TO DELIVER COLLAGEN AND HYALURONIC ACID TO THE  
SKIN WITHOUT COSTLY INJECTIONS.

DIET: BIOTECH RESEARCH OFFERS SOME OF THE NEWEST  
AND MOST EXCITING WEIGHT LOSS PLANS AVAILABLE.  
AB-GONE HELPS REDUCE FAT IN THE ABDOMEN.  
BIOGENESIS AND BIO SPEED SHAPE, HELP CONSUMERS  
BURN CALORIES 526% FASTER THAN ORDINARY AEROBIC  
AND EXERCISE. THE BIOTECH RESEARCH  
PROGRAMS ALSO COME WITH A FAT FLUSH DIET THAT  
MAKES BODY SHAPING EVEN EASIER AND FASTER.

**BIOTECMSTM**

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APRIL 2011

MATERIAL:  
E-MAIL \$50/F

SELECTIONS:  
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000

## COUNTS BY CATEGORY:

## PRODUCTS:

148,000 1ST QTR 2011 HOTLINE BUYERS  
 237,000 2010 BUYERS  
 371,000 2009 BUYERS  
 374,000 2008 BUYERS  
 315,000 2007 BUYERS  
 166,000 2006 BUYERS

## HEALTH:

10,000 1ST QTR 2011 HOTLINE BUYERS  
 30,000 2010 BUYERS  
 27,000 2009 BUYERS  
 137,000 2008 BUYERS  
 197,000 2007 BUYERS  
 169,000 2006 BUYERS

## BEAUTY:

INQUIRE 1ST QTR 2011 HOTLINE BUYERS  
 INQUIRE 2010 BUYERS  
 INQUIRE 2009 BUYERS  
 1,500 2008 BUYERS  
 INQUIRE 2007 BUYERS  
 4,000 2006 BUYERS

## DIET:

INQUIRE 1ST QTR 2011 HOTLINE BUYERS  
 2,000 2010 BUYERS  
 18,000 2009 BUYERS  
 27,000 2008 BUYERS  
 42,000 2007 BUYERS  
 16,000 2006 BUYERS

## DEMOGRAPHICS:

	BEAUTY	DIET	HEALTH	PRODUCTS
FEMALE	68%	52%	60%	41%
MALE	39%	34%	35%	54%
UNKNOWN	4%	14%	5%	5%

AVG UNIT/SALE: \$200+

SOURCE: DIRECT MAIL/SPACE

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.