

**CLEAR-ALL SKIN MOISTERIZER**

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9,000 4/08 BUYERS \$100/M  
38,000 2008 BUYERS \$100/M  
155,000 2007 BUYERS \$100/M  
162,000 2006 BUYERS \$100/M  
TELEMARKETING CHARGE \$250/M

SUMMARY: THESE BEAUTY CONSCIOUS CONSUMERS ARE THRILLED WITH THE RESULTS THEY SEE FROM THE MOST EFFECTIVE, OVER THE COUNTER SKIN CREAM MEDICATION AVAILABLE. CONSUMERS OF ALL AGES PURCHASE THIS PRODUCT MONTHLY FROM INFOMERICALS SEEN ON SOAPNET, FIT TV, COURT TV, LIFETIME NETWORK AND TBS. THEY SPEND FROM \$59.95 FOR A ONE MONTH SUPPLY TO \$149.95 FOR A 3 MONTH SUPPLY AND MANY OF THESE ARE REPEAT CUSTOMERS.

THESE INDIVIDUALS NOW FEEL BETTER ABOUT THEIR LOOKS AND THEMSELVES AND ARE MORE INCLINED THAN EVER TO PURCHASE OTHER HEALTH AND BEAUTY ITEMS. THIS FILE IS A MUST FOR ALL HEALTH, BEAUTY, DIET AND FITNESS PRODUCTS. TELEPHONE NUMBERS ARE AVAILABLE AND MOST HAVE PAID BY CREDIT CARD.

DEMOGRAPHICS: 68% FEMALE  
32% MALE  
AGE 35-55

AVG UNIT/SALE: \$72.00

SOURCE: 100% TV

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.

**CLEARM**

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MAY 2008

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