

PERFECT HEALTH CATALOG

28,000 2007 BUYERS \$110/M
23,000 2006 BUYERS \$110/M
22,000 2005 BUYERS \$110/M
19,000 2004 BUYERS \$105/M

SUMMARY: PERFECT HEALTH BUYERS ARE MONEY SPENDING, HEALTH CONSCIOUS BUYERS. THEY ARE PURCHASING THE LATEST AND BEST NATURAL HEALTH PRODUCTS MONEY CAN BUY.

PRODUCTS BEING PURCHASED ARE: \$650 JUICERS, \$250 REBOUNDERS, BLENDERS, YOGURT MAKERS, HERBAL AND NUTRITIONAL SUPPLEMENTS SUCH AS COLON CLEANSERS, GINSENG, BARLEYGREEN, CHLORELLA, GINKGO, NONI, PROGESTERONE CREAM, GARLIC, ENZYMES, CORAL CALCIUM, MINERAL, PROBIOTICS, AND A VARIETY OF BOOKS ON NATURAL HEALTH.

THEY ARE ALSO INTERESTED IN THE LATEST INFORMATION ON HOLISTIC AND ALTERNATIVE HEALTH, NUTRITION, VEGETARIANISM, AND LONGEVITY.

THIS IS AN EXCELLENT LIST FOR HEALTH AND NUTRITIONAL PRODUCTS SUCH AS VITAMINS, HERBS, AND NATURAL FOODS. A GREAT LIST ALSO FOR HEALTH BOOK PUBLISHERS, HOLISTIC AND ALTERNATIVE HEALTH NEWSLETTERS, HEALTH AND FITNESS MAGAZINES, SELF IMPROVEMENT PRODUCTS AND FUNDRAISERS.

DEMOGRAPHICS: 65% FEMALE
35% MALE

AVG UNIT/SALE: \$300

SOURCE: 60% INTERNET
30% DIRECT MAIL
10% 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.

PERFHLTHM

JANUARY 2008

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M
ZIP \$7/M
SEX N/A

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED
MINIMUM: 5,000