

Article number

42175

List name

Health conscious and active [D]

Number of items	Name	Price in EUR	Pricing unit
29,358	Total inventory of repeat purchasers	165.00	‰
23,724	Total inventory of one-off purchasers	155.00	‰

Age group ranging from 45 to 75
- Of which approximately 50 % male
- Of which approximately 50 % female

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses
Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00 fixed rate

BSE, SARS and other instances of threatening epidemics have contributed towards bringing a healthy and natural method of nutrition to the fore of more and more persons. More and more people want to know what they are eating daily, how it is produced or grown and whether it is healthy. The trend towards ecologically and biologically perfect products is clear. It is a booming growth market since more and more people are becoming aware of this.

The focus lies not on a healthy and natural method of nutrition it is about improving the own body sense by means of vitamins and high-quality nutritional products or to increase wellbeing. That these products strike a chord with senior citizens, in particular, is not surprising since at an advanced age health and a supporting nutrition is of the greatest of advantages.

All manufacturers of natural products and offerings which contribute towards improving the wellbeing will find thankful and welcoming recipients here.

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