

Article number

**42588**

List name

**Slimming - Diet products [D]**

Number of items	Name	Price in EUR	Pricing unit
31,612	Total inventory for repeat customers	170.00	‰
26,034	Total inventory for one-time customers	160.00	‰

Age group ranging from 35 to 55

- Of which approximately 27 % male

- Of which approximately 73 % female

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses

Selection costs: EUR 10.00 ‰ on the delivered volume, at least EUR 200.00 fixed rate

Young, attractive, fit and slim. These are the keywords of our time. To feel happy in your own skin and to be admired, particularly with regard to your figure, a tan or your healthy appearance, who wouldn't want that? Great effort is made to attain this. Whether it is losing pounds by means of a diet or by finally getting rid of ugly flab, women, in particular, leave no stone unturned.

That these products are usually purchased discretely by post is self-explanatory - who wants to be caught by their neighbours buying diet or slimming products over the counter? Since the battle against the bulge is a persistent one, with this address list, you will be able to reach a powerful purchasing group who welcome all products that improve appearance and well-being. This clientele is characterised by a high propensity to mail order.

Fashion, jewellery and cosmetics are only a couple of the keywords regarding the possible products that may be of the greatest interest for these target groups.

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