Article number

30125

List name

VitaLife [D]

Number of items	Name	Price in EUR	Pricing unit
237,529	Total inventory	170.00	‰

Age group ranging from 50 to 80
- Of which approximately 51 % male
- Of which approximately 49 % female

Minimum invoice: Net, at least 60 % 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

The target group represents a healthy and active lifestyle that is promoted by a diet to match. Its members are loyal buyers of dietary supplements, vitamins and other products that support their health. New products also arouse an above-average level of interest among this target group. Men and women are equally represented in this target group and often have heightened purchasing power, making them attractive for many other goods in the mail order retail segment.

No exclusion of competition.

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