

# Hair Loss Product Buyers

**Total Universe: 309,445**

**Base Rate: \$200.00/M**

## Description Summary

Don't let your ROI recede! Our Hair Loss Product Buyers gives marketers the opportunity to reach men and women who have bought products to help their hair growth or prevent hair loss in the future. These consumers are eligible for many other types of products and services as well, and can be reached by mail, phone, or email. Our data is updated every month to ensure accuracy and deliverability.

## How Our Data Is Compiled

Our Hair Loss Product Buyers is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: male and female hair growth products, shampoos, conditioners, hair accessories, salons, vision and hearing, cosmetics, apps, technology, insurance, travel, healthcare, and more.

## Consider The Facts

- By age 50, about 85% of men will have experienced a significant amount of thinning
- By age 50, about 50% of women will deal with some degree of pattern hair loss

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000

Price: \$1,000

### Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Sample Mail Piece Required

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Net Worth  
Hobbies & Interests

Occupation  
Marital Status  
Presence of Children  
Buying Habits

For additional information or list counts, contact your representative or list manager at 1.800.457.2899