

**Alesco CPG Buyers of Major Brand Acne Products**

The Buyers of Major Brand Acne Products list reaches over 2.8 million consumers using debit or credit cards to purchase products like creams and medicated facial pads from grocery and retail stores. List is selectable by up to 300 demographic and lifestyle choices, frequency of purchase, average purchase price, and more. Reach audiences who respond to direct-to-consumer offers of skincare products that deep clean pores, minimize blemishes, and fights breakouts.

<b>MEDIA TYPE</b>
Consumer  

<b>SOURCE</b>
Direct response

<b>GEOGRAPHY</b>
USA

<b>SEGMENTS</b>		
3,887,880	Total Universe / Universe Rate	\$175.00/M
1,032,923	Email	\$250.00/M
2,854,957	Postal	\$175.00/M

<b>MAINTENANCE</b>	
Market Entry	<b>10/28/2020</b>
New to Manager	<b>10/28/2020</b>
Counts Through	<b>10/28/2020</b>

<b>DATA CARD MAINTENANCE</b>	
New To System	<b>10/28/2020</b>
Last Update	<b>10/28/2020</b>
Next Update	<b>11/27/2020</b>
Update Frequency	<b>MONTHLY</b>

**DESCRIPTION**

This CPG list puts marketers in touch with consumers who purchase name brand products that fight skin disorders affecting the face, shoulders and back. Often the affliction of teenagers and young adults, acne affects the daily lives of millions of individuals. They look for proven acne creams that prevent pimples, soreness, inflammation, and redness so their skin emits a healthy glow. They buy acne medication that unblocks clogged pores and reduces oily skin. When this audience finds a brand that delivers results, they are quick to become brand loyal and purchase related products for their skincare regime. They spare no expense on acne treatments that give them the confidence to achieve visibly clearer skin. This audience is receptive to brand name products that offer discounts, coupons, free samples and more.

**Name Brands:** Clean & Clear, Clearasil, Oxy, Stridex

**Products Purchased:** Lifestyle magazines, chemical-free cosmetics, medicated acne pads, astringents, hand and body lotion, soaps, hygiene products, personal care products, shampoos, anti-aging creams, moisturizers, exfoliates, dental products

**List Purchasers:** Publishers, dermatologists, cosmetic surgeons, pharmacists, drug store merchandisers, jewelers, health food stores, vitamin and supplement providers, haircare product providers, apparel providers, beauty salons, cosmetologists, and credit card issuers.

**SELECTS**

<b>GENDER</b>	
Male	%
Female	%

<b>AVERAGE INCOME</b>	
Value	<b>not available</b>

<b>MINIMUM ORDER</b>	
Minimum Quantity	
Minimum Price	<b>\$2,500.00</b>

<b>NET NAME ARRANGEMENTS</b>	
<b>Net Name is allowed</b>	
Floor	<b>0%</b>
Minimum Quantity	<b>0</b>
Run Charges	

<b>EXCHANGES</b>	
<b>Exchange is not allowed</b>	

**REUSE****Reuse is allowed**

Minimum Quantity

**0**

Run Charge

**CANCELLATION**

Charges

**KEY CODING****Key Coding is not available****ADDRESSING****SPECIAL INSTRUCTIONS**

Transactional Postal CPM- \$175/per thousand Brand:

\$10/per thousand per brand Minimum – \$2500.00

Email CPM –\$250/per thousand Minimum- \$2000.00

Mail Piece Required