



**Alesco CPG Buyers of Major Brand Facial Cream Cleansers**

The Buyers of Major Brand Facial Cream Cleansers list reaches over 11 million consumers using debit or credit cards to purchase face cleansers at grocery and retail stores. The data 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 facial skincare products that cleanse, moisturize, and reduce the signs of aging.

**MEDIA TYPE**  
Consumer  

**SOURCE**  
Direct response

**GEOGRAPHY**  
USA

SEGMENTS		
14,936,074	Total Universe / Universe Rate	\$175.00/M
3,910,700	Email	\$250.00/M
11,025,374	Postal	\$175.00/M

MAINTENANCE	
Market Entry	<b>10/13/2020</b>
New to Manager	<b>10/13/2020</b>
Counts Through	<b>10/13/2020</b>

DATA CARD MAINTENANCE	
New To System	<b>10/13/2020</b>
Last Update	<b>10/28/2020</b>
Next Update	
Update Frequency	<b>MONTHLY</b>

**DESCRIPTION**

This CPG list puts marketers in touch with consumers who want top of the line products in daily cleansers that clean, exfoliate, and rejuvenate skin around the eyes, cheeks, chin, and forehead. When they find a brand that delivers results, this audience is quick to become brand loyal and purchase related products to complete their skincare regime. They use cleansing creams to deep clean pores and reduce acne and blemishes. They spare no expense to wash their face with cleansers that contain no harsh chemicals, minimize wrinkles, and evens skin tone for a healthy glow. This audience is receptive to brand name products that offer discounts, coupons, free samples and more.

**Major Brands:** Almay, Aveeno Bath & Body Works, Biore, Burt's Bees, Cetaphil, Clean & Clear, Clearasil, Clinique, Dove, Estee Lauder, Eucerin, Garnier, Lancome, L'Oreal, Nivea, Noxzema, Neutrogena, Olay, Oxy, Ponds, Revlon, ROC, Sea Breeze, St. Ives, Stridex

**Products Purchased:** cosmetics, makeup, hand and body lotion, hygiene products, personal care products, anti-aging creams, moisturizers, and exfoliates

**List Purchasers:** Publishers, dermatologists, pharmacists, drug store merchandisers, jewelers, haircare product providers, apparel providers, beauty salons, cosmetologists, and credit card issuers.

**SELECTS**

GENDER	
Male	%
Female	%

**AVERAGE INCOME**  
Value **not available**

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

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

**EXCHANGES**  
Exchange is not allowed

**REUSE**

**Reuse is allowed**

Minimum Quantity  
Run Charge

**0**

**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 Loyalty Member Data Postal CPM-  
\$125/per thousand Brand: \$10/per thousand per  
brand Minimum - \$1500 Email CPM -\$200/per  
thousand Minimum-\$2000.00 Mail Piece Required