

Alesco CPG Buyers of Major Brand Shaving and Hair Removal Products

The Buyers of Major Brand Shaving and Hair Removal Products list reaches over 14 million consumers using debit or credit cards to purchase products like razor blades and facial hair creams from grocery and convenience 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 grooming products that trim beards, shave whiskers, and remove body hair.

MEDIA TYPE

Consumer  

SOURCE

Direct response

GEOGRAPHY

USA

SEGMENTS

80,322,293	Total Universe / Universe Rate	\$175.00/M
28,119,763	Email	\$250.00/M
52,202,530	Postal	\$175.00/M

MAINTENANCE

Market Entry	10/28/2020
New to Manager	10/28/2020
Counts Through	10/28/2020

DATA CARD MAINTENANCE

New To System	10/28/2020
Last Update	10/28/2020
Next Update	11/27/2020
Update Frequency	MONTHLY

DESCRIPTION

This CPG list puts marketers in touch with consumers who purchase trusted name brands to remove unwanted facial and body hair through shaving or using depilatory creams, waxes, and peels. Hair removal systems are ideal for the lip, chin, underarms, chest, legs, and bikini areas. Appealing to both male and female audiences, these consumers shave beards with manual and electric razors or apply creams to remove stubble and peach fuzz. They buy blades that don't nick, hair removal creams that moisturize, and waxes that remove hair by the root for lasting results. When they find a brand that delivers, this audience remains brand loyal and purchases related products to complete their grooming needs. This audience is also receptive to laser hair removal treatments and brand products that offer discounts, coupons, free samples and more.

Name Brands: Atra, Barbasol, BIC, Colgate, Custom Plus, Daisy, Edge, Fusion 4, Gillette, Good News, Mach 3, Nair, Old Spice, Sally Hansen, Schick, Sensor, Trac II, Veet, Venus

Products Purchased: Lifestyle and beauty magazines, aftershave, shaving cream, razor blades, cleaning kits, disposable razors, cosmetics, hand and body lotion, hygiene products, personal care products, moisturizers, exfoliates, dental products, perfumes

List Purchasers: Publishers, hair removal manufacturers, cosmetologists, beauty salons, barbers, dermatologists, drug store merchandisers, pharmaceuticals, vitamin and supplement providers, food and beverage suppliers, and credit card issuers.

SELECTS

GENDER

Male	%
Female	%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	
Minimum Price	\$2,500.00

NET NAME ARRANGEMENTS

Net Name is allowed

Floor	0%
Minimum Quantity	0
Run Charges	

EXCHANGES**Exchange is not allowed****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