

Right Now CONSUMERS in your area are thinking about HEALTHY LIVING and BEAUTY basics



Don't you wish they had your offer or list of services

in their hands?





TODAY'S SALONS AND SPAS ARE ABOUT BEAUTY AND SOMETHING MUCH DEEPER – NURTURING, HEALING AND GOOD HEALTH

VALPAK CONSUMERS SPEND MORE AT SALONS AND FITNESS CENTERS

- Valpak consumers spend 15% more at beauty salons and barber shops than the average U.S. household
- Valpak consumers spend 35% more at fitness centers than the average U.S. household

Source: Claritas, A Nielsen Company, with current year projections, March 2008



VALPAK USES THE LATEST RESEARCH TO IDENTIFY THOSE PEOPLE MOST LIKELY TO VISIT YOUR BUSINESS

- Valpak selects only the best areas to reach upscale audiences projected to spend mor e on many goods and services
- The Valpak Neighborhood Trade Areas® (NTA®) mailing system eliminates wasted circulation
- Valpak NTAs are unique in the direct mail industry and are defined by using the most recent consumer behavior and demographic research statistics available



According to the U.S. Dept. of Commerce, the average business draws 80% of its customers from within a three mile radius. 95% are located within five miles.

SALON AND SPA OVVNERS TRUST VAIPAK

Over 816 million health, beauty and fitness offers were mailed last year in the blue envelope.

"My Valpak rep spends time understanding my business and building an ad campaign that fits. With Valpak, our phone rings constantly and the redemption results far exceeded the local paper.
We have signed an annual contract with Valpak."

Ricky A. ConklinManager

Vision Hairs Studio

Oak Harbor, WA

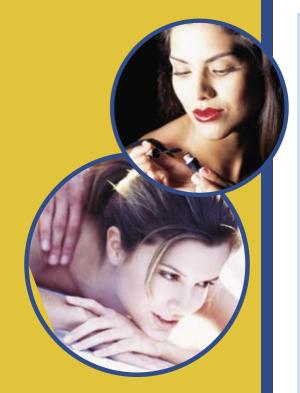
"Valpak has helped me build a solid repeat customer base and also assisted me in replacing lost customers.

Valpak has proven to be a very reliable source of advertisina."

Marie Handley Scoundrels Salon and Spa



- Shared mailing costs
- Volume and frequency discounts
- No wasted circulation
- Choice of neighborhoods and mailing quantity
- Quick, no-hassle turnkey programs



THE THREE KEYS

TO GETTING MORE
HEALTH AND BEAUTY CUSTOMERS

REACH

The number of homes you select to receive your ad



FREQUENCY

The number of times a year your ad is seen by Valpak shoppers



VALUE

The appeal and incentive to try your service or product that your ad delivers to consumers



SUCCESS

A review of long time Valpak Health and Beauty advertisers showed they mailed an average of 3 times a year to 9 different mailing areas.

An in-depth analysis showed that the more an advertiser mailed with Valpak, the more their satisfaction increased.



