



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?*





88%
of consumers
prefer
receiving offers
in the mail

Consumers
know and trust
the blue
Valpak envelope.
Nearly nine in 10
open it and look
through the offers

Sources: Research Alert, 2003 Directions
in Research Readership Survey,
March 2007

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 more 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 OWNERS TRUST VALPAK

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. Conklin
 Manager
 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 advertising."

Marie Handley
 Scoundrels Salon and Spa

VALPAK IS COST EFFICIENT AND EASY TO USE

- 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.

Valpak