

## Detoxcil

**Average Monthly Entrants** **5,100**  
**Average Monthly Buyers** **4,300 / £120.00/M**

Detoxcil is a product taken by women to reduce signs of cellulite and turn back the clock. It is non-evasive compared to surgical methods and less stressful than exercise techniques, a simple pill is all you need to take.

These women are so keen to look better and take pride in their appearance that some take up the offer for a full 360-day supply for £295. However the average order value is for the 30 to 60 day supply at around £50.

A competition is also available where entrants have the chance to win up to £2,500, Beauty Products and other notable prizes. There is only a giveaway with the prize and the entrants only have to pay a nominal fee of £4.25 for their gift to be sent to them.

74% Homeowners  
67% Credit Card Buyers

Reciprocation not required.

### Prices are quoted in Pound Sterling

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 15%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Jennifer Cowden [jennifercowden@jrdirect.com](mailto:jennifercowden@jrdirect.com)  
Tel +1 604 940 0277 (ext 143)

## ► Exclusive!

UNITED KINGDOM

**Date Recommended:** 2/28/11

**Recommended By:**

Jennifer Cowden  
[jennifercowden@jrdirect.com](mailto:jennifercowden@jrdirect.com)

**Datacard updated:** 7/15/2010

**Update Frequency:** Monthly

**Gender:**

9% Males  
91% Females

**Unit of Sale:**

£50 - £295

**Source:**

85% Direct Mail  
15% Online

**Age:**

35 - 60

**Selections:**

Competition Entrants	£110.00 / M
Charity Rate	£110.00 / M
Recency	£10.00 / M
Geo/Gender	£10.00 / M
Multi Buyers	£20.00 / M
Order Value	£20.00 / M

**Addressing:**

Run Charge	£10.00 / M
E-Mail	£50.00 / F

**Minimum Order:**

5,000 records

**Sample required**

Members of: ADMA, BCAIM, CMA, DMA, DMAI, FEDMA