



## Sapco - Healthy for Life Mail Order Buyers

### BACKGROUND

Sapco are suppliers of over three hundred life enhancing products selling direct to the public through their mail order catalogue Healthy for Life. Customers are also recruited via direct response advertising, inserts and their online shop. The product range is extensive offering products in the following areas: anti ageing, beauty, cardiovascular, critical health, detox & cleanse, digestive issues, female health, home & lifestyle, arthritis, male health, sexual lifestyle, general health & wellbeing, joints & and slimming.

### PROFILE

- 53% female
- Aged 45+
- C1s / 2Ds

### RECRUITMENT METHOD

- Mail Order catalogue
- Page advertising
- Direct mail
- Online

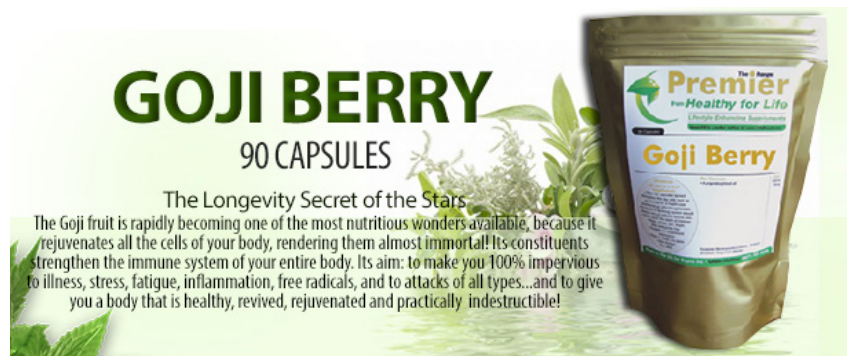
### RECOMMENDED FOR

- Charities
- Health
- Publishing
- Financial Services
- Travel
- Utilities

[www.hfldirect.com](http://www.hfldirect.com)

### LIST: 120,000 names available

POSTAL	39,000 0-12 month buyers
SELECTIONS	Multibuyers, geography, recency, gender, order value, credit card, product
MEDIA RATE	£125 per '000
DELIVERY CHARGE	£45
AGENCY COMMISSION	Up to 10%
MINIMUM VOLUME	5,000



**GOJI BERRY**  
90 CAPSULES

The Longevity Secret of the Stars

The Goji fruit is rapidly becoming one of the most nutritious wonders available, because it rejuvenates all the cells of your body, rendering them almost immortal! Its constituents strengthen the immune system of your entire body. Its aim: to make you 100% impervious to illness, stress, fatigue, inflammation, free radicals, and to attacks of all types...and to give you a body that is healthy, revived, rejuvenated and practically indestructible!




**SHARK CARTILAGE + SQUALENE**  
(60 TABLETS)

Shark Cartilage with Squalene to the Rescue of Your Damaged Joints

If you suffer from Arthritis or Rheumatism, or if your Joints are Stiff & Worn, find out How You Can Free Your Life from Pain Shark Cartilage is used to treat a wide range of illnesses and deficiencies....




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we are the  
**dma**