

Estheticians provide specialized services that help clients look and feel their best. These are licensed by state or county, and these people have finished the education needed to be certified in their profession.

Key Segments

104,010	Universe / Base Rate	\$72.00 /M
1,379	Esthetician--Managing	+ \$10.00 /M
952	Esthetician-Salon	+ \$10.00 /M
101,846	Estheticians	+ \$10.00 /M

Audience Profile

Estheticians (skin care specialists) cleanse and beautify the skin by giving facials, full-body treatments, and head and neck massages and by removing hair through waxing.

Estheticians and other beauty related professionals should have an understanding of fashion, art, and technical design. They should enjoy working with the public and be willing and able to follow clients' instructions. Communication, image, and attitude play an important role in career success. Some cosmetology schools consider "people skills" to be such an integral part of the job that they require coursework in that area. Business skills are important for those who plan to operate their own salons.

Target this group of beauty professionals for all seminar/continuing education/consumer and business offers!

[Click Here to Visit the ALC B2B Website](#)

Terms and Conditions

Payment due 30 days from mail date. Order cancellations within 10 days of mail date must be paid in full. Orders cancelled prior to 10 days before mail date include the following fees: \$150/F plus \$10/M, media and shipping charges. 20% commission on base rate to authorized brokers. Please allow 3-5 business days to process an order. Any order received at ALC is subject to a \$150/F cancellation fee. State and local sales tax will apply where applicable.

Contacts

NAME	ROLE	EMAIL	PHONE	FAX
Maryann Posten	Account Manager	maryann.posten@alc.com	(609) 580-2978	(609) 580-2866
Shawn Danitz	Count Requests	shawn.danitz@alc.com	(609) 580-2758	(609) 580-2866

LIST TYPE

Consumer Business



SOURCE

Compiled lists

GEOGRAPHY

Domestic (US)

LIST OWNER

LIST MAINTENANCE

New to ALC	07/07/2006
Counts through	02/18/2010
Last update	03/17/2010
Update frequency	QUARTERLY

UNIT OF SALE INFORMATION

GENDER PROFILE

Male:	9%
Female:	79%

INCOME

Average:	\$30,000.00
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SELECTION CHARGES

ADDRESS TYPE	\$10.00 /M
GENDER/SEX	\$10.00 /M
LICENSE STATE	\$10.00 /M
PHONE NUMBER	\$20.00 /M
SCF	\$8.00 /M
STATE	\$8.00 /M
TITLE ADDRESS	\$3.50 /M
ZIP	\$8.00 /M

ADDRESSING

CD ROM	\$50.00 /F
CHESHIRE LABELS	No charge
DISKETTE	\$25.00 /F
EMAIL	\$35.00 /F
P/S LABELS	\$10.00 /M

KEY CODING

Key Coding is available

Charges:	\$3.00 /M
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MINIMUM ORDER

Quantity:	5,000
Dollar:	\$350.00

REUSE

Reuse is allowed

Min Qty:	0
Charges:	

TELEMARKETING

Telemarketing is allowed

Charges:	\$20.00 /M
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CANCELLATION

Charges:	\$75.00 /F
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COMMISSIONS

Broker:	20%
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NET NAME ARRANGEMENTS

Net Name is allowed.

Net:	85%
Min Qty:	50,000
Run Charges:	\$10.00 /M

EXCHANGES

Exchange is not allowed.