

## THE PURE ALTERNATIVES BRAND

Pure Alternatives is a big player within the herbal remedy market, with a strong offering including creams, lotions, oils and vitamins as well as other products for general health and beauty.

With regular mailings throughout the year, Pure Alternatives has an ever-increasing pool of responders that boasts many repeat purchasers.

In addition to health, interests include gardening, DIY, catalogue shopping, books, music, travel and home crafts.

# PURE ALTERNATIVES

Pure Alternatives offers alternative health remedies for a wide range of problems.



## PROFILE

Gender: 66% female  
Age: 55+  
Demographic: BC1/C2

## Further information

*Please contact* one of the sales team on 0845 643 8470 or email [info@griffinmediasolutions.com](mailto:info@griffinmediasolutions.com).

**In addition, we offer print and production services:**  
[www.griffinmediasolutions.com](http://www.griffinmediasolutions.com) or tel 0845 643 8470.

## THE FIGURES

**Catalogue mailing:** 50,000

**Frequency:** Bimonthly

**Insert weight:** 10g (max)

**Price:** £45 / 000