



## THE IMS LABS BRAND

IMS Labs operates via a number of microsites that specialise in specific health, wellbeing, beauty and adult products.

Health and beauty products include the Dermalize creams for wrinkles and the eye area and teeth whitening kits. Adult products include the amazing range of sexual aids, which are sold via TV, print and the internet.

As well as health and sexual wellbeing, travel, clothing and insurance companies find the list a responsive way of reaching new customers.

# IMS LABS

IMS Labs specialises in health and beauty products for the mature market.

## PROFILE

Gender: 59% female  
Age: 80% 50+  
Demographic: BC1/2  
Average order value: £37  
Homeowners: 63%

## Further information

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

## THE FIGURES

**0-12 month GDPR compliant counts available on request**

**Volume:** 91,000

**Rate:** £125/000

**Selections:** £10/000

**Delivery fee:** £35