

Beauty & skin care



The West is the leading region when it comes to skin care

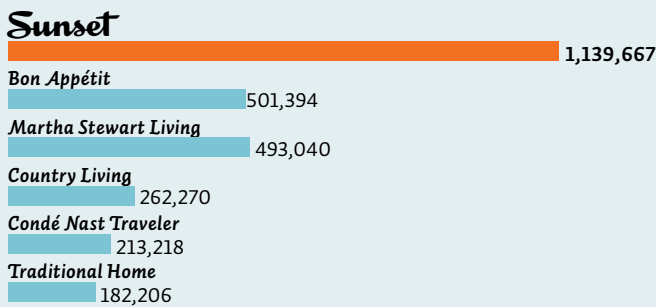
Westerners lead the country when it comes to:

- Getting facials: 25% above average.
- Spending \$1,000 or more on skin care products: 12% above average.
- Being heavy users of suntan and sunscreen products.

Sunset readers take care of their skin

- *Sunset* readers are 112% above average for visiting spas.
- *Sunset* readers are 35% above average for spending \$1,000 or more on skin care products.
- *Sunset* readers are 96% more likely than the average American to be heavy users of suntan and sunscreen products.
- *Sunset* readers are 172% more likely than the average American to use facial moisturizers to defend against wrinkles.

13 Western states circulation



Source: 6/30/10 ABC Statements

Sunset delivers more Western households than five leading lifestyle magazines.

