

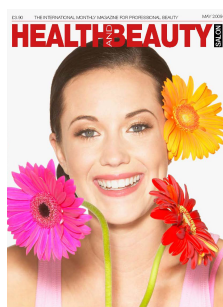


Standard Certificate of Circulation with demographics

For the 12 issues distributed between 1 July 2008 and 30 June 2009

**Business
Magazines**

Health & Beauty Salon



HEALTH AND BEAUTY SALON

Contents

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	Newstrade & Other Single Copy Sales		
	Paid and Controlled		
	Single Copy Subscription Sales	✓	13.17%
	Multiple Copy Subscription Sales	✓	0.10%
	Bulk Sales		
	Society/Association/Organisation Circulation		
	Controlled Free Circulation	✓	86.27%
	Non-Controlled Free Circulation	✓	0.46%
2	Supporting Data		
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The Primary Market Sector for this publication is:

Hairdressing & Beauty

This certificate expires on 30 September 2010 unless ABC has issued a new certificate before that date.

Issued by
ABC
Saxon House, 211 High Street
Berkhamsted
Hertfordshire HP4 1AD
United Kingdom

Tel: +44 (0) 1442 870800
Fax: +44 (0) 1442 200700
Email: abcpost@abc.org.uk
Web: www.abc.org.uk
ABC Ref: A804680/16240773

Certification Statement

This certificate was issued on 1 September 2009. The data included is derived from a return of circulation prepared by the publisher: Reed Business Information Limited.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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Published by
Reed Business Information Ltd
Quadrant House
The Quadrant
Sutton
Surrey SM2 5AS

Tel: 020 8652 8259
Fax: 020 8652 3958
Email: steve.james@rbi.co.uk



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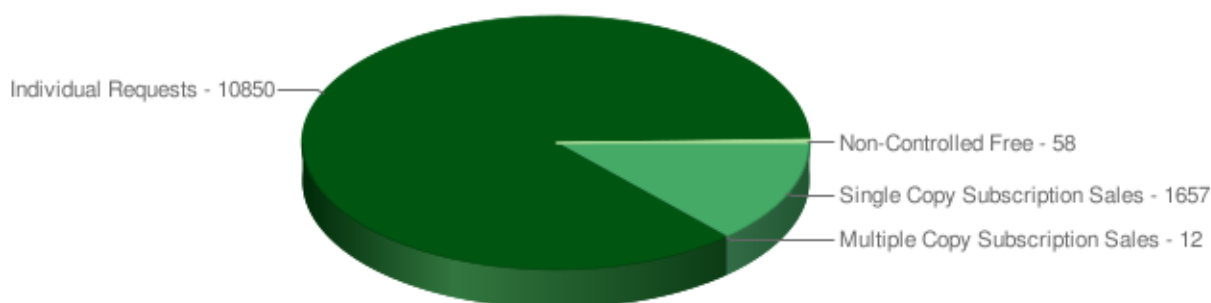
Certificate of Average Net Circulation for the 12 issues distributed between 1 July 2008 and 30 June 2009

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	12,702	12,542	160
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated May 2009 and distributed on 21 April 2009

	12,577	12,427	150
Total Net Circulation			
Newstrade & Other Single Copy Sales	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	1,657	1,510	147
At Full Rate	934	855	79
At Between 50% and 100% of Full Rate	722	655	67
At less than 50% of Full Rate	1	-	1
Multiple Copy Subscription Sales	12	11	1
At Full Rate	9	8	1
At Between 50% and 100% of Full Rate	3	3	-
At less than 50% of Full Rate	-	-	-
Bulk Sales	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	10,850	10,850	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	2	2	-
Individual Electronic Requests	1,752	1,752	-
Individual Telephone Requests	9,096	9,096	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	-	-	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	58	56	2
By Name	56	54	2
Not by Name	2	2	-

Duplication: The level of duplication on the mailing list for the audit issue was: 0%



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: £3.90

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £45.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £53.50 to £77.00

2 or 3 year subscriptions are available

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Controlled Circulation - Terms of Control in audit period

Owners/Partners, Managers/Directors working in Beauty Salons, Hairdressing/Beauty Salon, Health Farms, Day Spas/Destination Spas or Hotel Spas in the UK

Controlled Circulation - Age of Source Data for the Audit Issue or Age of Source Data Projected from Previous Mandatory Certificate

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	10,850	100.0	6,620	61.0	4,090	37.7	140	1.3
Individual Requests	10,850	100.0	6,620	61.0	4,090	37.7	140	1.3
Company Requests	-	-	-	-	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

Variations for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Bulk Sales for issues with Bulk Sales representing 10% or above of the circulation for that issue

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty	Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty
August 2008	22-Jul-2008	12,893	-	-					
September 2008	19-Aug-2008	12,875	-	-					
October 2008	23-Sep-2008	12,815	-	-					
November 2008	21-Oct-2008	12,783	-	-					
December 2008	18-Nov-2008	12,784	-	-					
January 2009	18-Dec-2008	12,750	-	-					
February 2009	20-Jan-2009	12,674	-	-					
March 2009	24-Feb-2009	12,641	-	-					
April 2009	24-Mar-2009	12,607	-	-					
May 2009	21-Apr-2009	12,577	-	-					
June 2009	19-May-2009	12,531	-	-					
July 2009	23-Jun-2009	12,484	-	-					

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Geographical Analysis of circulation of the audit issue

Total Circulation	12,577	Total Analysed	12,577	Total Not Analysed	-
United Kingdom	12,427				
East Anglia	427	South East	3,369	Northern Ireland	471
Cambridgeshire	133	Bedfordshire	116	Antrim	176
Norfolk	177	Berkshire	204	Armagh	40
Suffolk	117	Buckinghamshire	155	Down	111
		East Sussex	239	Fermanagh	22
East Midlands	866	Essex	429	Londonderry	76
Derbyshire	198	Hampshire	359	Tyrone	46
Leicestershire	183	Hertfordshire	325		
Lincolnshire	169	Isle of Wight	26	Scotland	1,053
Northamptonshire	108	Kent	481	Borders	25
Nottinghamshire	208	Middlesex	262	Central	75
		Oxfordshire	102	Dumfries & Galloway	31
London	920	Surrey	439	Fife	74
		West Sussex	232	Grampian	164
Midlands	1,180			Highland	50
Hereford & Worcester	140	South West	1,079	Lothians	176
Shropshire	71	Channel Islands	42	Strathclyde	418
Staffordshire	224	Cornwall	80	Tayside	40
Warwickshire	142	Devon	192		
West Midlands	603	Dorset	185	Wales	421
		Gloucestershire	112	Clwyd	88
North West	1,238	Isles of Scilly	-	Dyfed	38
Cheshire	320	Somerset	369	Gwent	71
Isle of Man	11	Wiltshire	99	Gwynedd	31
Lancashire	703			Mid Glamorgan	66
Merseyside	204	Yorkshire	978	Powys	10
		East Yorkshire	99	South Glamorgan	72
Northern	425	North Yorkshire	153	West Glamorgan	45
Cleveland	54	South Yorkshire	257		
Cumbria	102	West Yorkshire	469	Other UK	-
Durham	81				
Northumberland	42			Republic of Ireland	15
Tyne & Wear	146				
		Other Countries	135		
		Europe (excl UK - inc RoI)	76		
		North America	8		
		Central & South America	8		
		Australasia & The Pacific	27		
		Asia	4		
		South East Asia	14		
		Africa	6		
		Middle East & North Africa	7		

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DEMOGRAPHIC DATA

Analysis of the Audit Issue by: Job Title

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
Total Addressees	10,850		58		10,908	1,669	12,577	100.0
Addressees Analysed	10,850				10,850		10,850	86.3
Addressees Not Analysed			58		58	1,669	1,727	13.7
Owner/Partner	4,877				4,877		4,877	38.8
Manager/Director	5,973				5,973		5,973	47.5

Analysis of the Audit Issue by: Main Skincare Brand Used

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
Total Addressees	10,850		58		10,908	1,669	12,577	100.0
Addressees Analysed	10,647				10,647		10,647	84.6
Addressees Not Analysed	203		58		261	1,669	1,930	15.4
Aveda	126				126		126	1.0
Carita	18				18		18	0.1
Clarins	439				439		439	3.5
Comfort Zone	68				68		68	0.5
Darphin	167				167		167	1.3
Decleor	731				731		731	5.8
Dermalogica	2,945				2,945		2,945	23.4
Elemins	453				453		453	3.6
Environ	178				178		178	1.4
Espa	216				216		216	1.7
Gatineau	115				115		115	0.9
Germaine de Capuccini	77				77		77	0.6
Guinot	754				754		754	6.0
Mary Cohr	99				99		99	0.8
Matis	169				169		169	1.3
Nimue	7				7		7	0.1
Phytomer	40				40		40	0.3
Sothys	89				89		89	0.7
Thalgo	227				227		227	1.8
Natures Way	213				213		213	1.7
Australian Body Care	60				60		60	0.5
Collin	97				97		97	0.8
Crystal Clear	113				113		113	0.9
MD Formulations	147				147		147	1.2
RVB	63				63		63	0.5
Susan Molyneux	245				245		245	2.0
Other	2,791				2,791		2,791	22.2

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Analysis of the Audit Issue by: Activities Undertaken by Business

This analysis allows for multiple responses by the addressee

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
Total Addressees	10,850		58		10,908	1,669	12,577	100.0
Addressees Analysed	10,850				10,850		10,850	86.3
Addressees Not Analysed			58		58	1,669	1,727	13.7
Total Responses	110,040				110,040		110,040	874.9
Skin Care - Body	10,525				10,525		10,525	83.7
Skin Care - Face	10,659				10,659		10,659	84.8
Massage	9,484				9,484		9,484	75.4
Slimming/Toning	4,319				4,319		4,319	34.3
Body Wraps/Treatments	4,629				4,629		4,629	36.8
Manicure/Nail Treatments	9,843				9,843		9,843	78.3
Nail Extensions	6,117				6,117		6,117	48.6
Pedicure/Foot Treatments	9,418				9,418		9,418	74.9
Mud/Seaweed Treatments	2,568				2,568		2,568	20.4
Sun Tanning	5,002				5,002		5,002	39.8
Self-Tan Treatments	6,921				6,921		6,921	55.0
Hair Removal	8,279				8,279		8,279	65.8
Semi-Permanent Make-Up	1,335				1,335		1,335	10.6
Dermabrasions	28				28		28	0.2
Laser/Intense Pulsed Light (IPL)	1,185				1,185		1,185	9.4
Collagen/Injectable Fillers	1,244				1,244		1,244	9.9
Men's Treatments	5,258				5,258		5,258	41.8
Aromatherapy	4,969				4,969		4,969	39.5
Piercing	952				952		952	7.6
Cosmetics	3,684				3,684		3,684	29.3
Face/Body Lifting	973				973		973	7.7
Spas / Saunas	1,143				1,143		1,143	9.1
Micro Dermabrasion	1,483				1,483		1,483	11.8
Other	22				22		22	0.2

Analysis of the Audit Issue by: Number of Treatment Rooms

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
Total Addressees	10,850		58		10,908	1,669	12,577	100.0
Addressees Analysed	10,635				10,635		10,635	84.6
Addressees Not Analysed	215		58		273	1,669	1,942	15.4
1	2,882				2,882		2,882	22.9
2	2,756				2,756		2,756	21.9
3	2,070				2,070		2,070	16.5
4+	2,853				2,853		2,853	22.7
None	74				74		74	0.6

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GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

BULK SALES. These are copies purchased in bulk by a third party. Under B2B rules the purchase is not on an every issue basis and the final recipient is not identified.

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage .

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.