

## LIVING IN VEGETARIAN TIMES

Give our readers the time of day, and you'll be delighted with the results. With Vegetarian Times readers, you not only capture the buying power of the much-sought-after Baby Boomer segment, but also reach the spectrum of natural products consumers who are driving the health and wellness movement.

### reader snapshot\*

	%Comp	index
Totals (000)	1,125,000	-
Female	89%	172
Median Age	44.0	-
Ages 25-49	54%	114
Married	55%	98
<b>Affluent</b>		
\$50,000+	62%	111
\$75,000+	43%	120
\$100,000+	30%	130
Median HHI	\$63,367	112
<b>Highly Educated</b>		
Any college	72%	135
College graduate or higher	42%	162
Post graduate degree	15%	173
<b>Employment</b>		
Employed	70%	107
Professional/managerial	31%	132

### reader devotion\*\*

Average time spent reading each issue: 69.1 minutes

Readers are deeply involved with VT. On every page, you have a chance to connect with a valued VT subscriber because:

- 74%: have cooked a recipe from VT
- 47%: have followed health advice
- 44%: share their copies with others
- 39%: have purchased products/services in VT
- 26%: have used a coupon
- 25%: have recommended products/services in VT to others

Sources: \*2008 Spring MRI; \*\*2005 Vegetarian Times Subscriber Study MRI Market Solutions

**eco-beauty**  
 BY Amy Spitalnick

## FOOD-GRADE GOODNESS

Skin and hair care as organic as the meals you eat

That "USDA Organic" seal you've been seeing on grocery goods is showing up on beauty products too. The seal certifies a product contains at least 95 percent organically grown agricultural ingredients. Which means the botanicals nourishing your skin and hair are brought to you courtesy of practices that enhance ecological harmony. Now, that's beautiful.

- 1 Soften and replenish skin with **Aura Cacia Organics Apricot Kernel Organic Skin Care Oil**, rich in antioxidant vitamins A and E. \$9.95/4 oz.; auracacia.com
- 2 The organic cucumber in **Nourish Organic Cucumber & Watercress Face Wash** refreshes and refines skin, while organic watercress soothes and restores. \$12.99/8.5 oz.; sensibillysoaps.com
- 3 Skin stays supple and smooth thanks to the organic hemp and avocado oils in **Dr. Bronner's Magic "All-One" Patchouli Lime Organic Lotion for Hands & Body**. \$9.99/8 oz.; drbronner.com
- 4 **Trillum Organics Fragrance Free Organic Body Polish** exfoliates with crystalline salts, and renders skin silky and radiant with organic sunflower and safflower oils. \$15.99/8 oz.; trillumorganics.com
- 5 The organic olive, sesame, and sunflower oils in **Origins Organics Conditioning Hair Oil** lusciously hydrate hair; organic essential oils of papepoment, lavender, rosemary, and cedarwood add subtle scent. \$22.50/1 oz.; origins.com
- 6 The high natural-acid content of the organic hibiscus flowers in **Terressentials Flower Therapy Exfoliating Facial Toner** helps rejuvenate the complexion. \$16.75/4 oz.; terressentials.com

24 September | 2008 | vegetariantimes.com

75.4% of Vegetarian Times subscribers have explored alternative health/natural remedies