

## RSVP Works for Laser Hair Removal

Nearly 8% of RSVP households plan to undergo a non-surgical cosmetic procedure in the next 12 months.

SOURCE: On Target Research, survey of RSVP households



**17 calls**  
50,000 homes  
RSVP Greenville

**174 calls**  
100,000 homes (4x)  
RSVP San Diego



**12 calls**  
100,000 homes  
RSVP Austin



“I wanted to say how pleased I am with the response to our postcard mailing. Your gorgeous postcard publication targets the perfect clientele and has brought in a lot of new patients that otherwise would not have known about my practice.

I am very happy with the 5:1 return on our marketing investment. RSVP postcards work and are a great advertising value.”

Billie Jean Waddell, MD  
Palmetto Aesthetic Medicine