

# RSVP Works for Cosmetic Procedures



Nearly 8% of RSVP households plan to undergo a non-surgical cosmetic procedure in the next 12 months; nearly 2% plan to have a surgical cosmetic procedure.

SOURCE: On Target Research, Sept. 2014 survey of RSVP households

**131 calls**

80,000 homes (4x)  
RSVP Colorado

**40 calls**

50,000 homes (2x)  
RSVP Wilmington  
(Cape Fear)

“RSVP has been consistently effective at delivering our message in an impactful way with measurable results that has us returning again and again.”

Jennifer Crump-Bertram  
Senior Account Supervisor  
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