

User Persona – “Sustainable Sonia”

Name: Sustainable Sonia

Age: 32

Location: San Francisco, CA

Occupation: Marketing Specialist

Lifestyle: Eco-conscious, urban, yoga practitioner

Goals:

- Maintain a clean beauty routine
- Use products free of synthetic chemicals and toxins
- Support sustainable, woman-owned businesses

Challenges:

- Hard to verify what’s truly “natural” or “clean”
- Sensitive scalp reacts to harsh ingredients
- Limited time to research product ingredients

Needs from PureVeda:

- Certified toxin-free and natural products
- Transparent ingredient lists
- Convenient subscription options

Quote:

“I want to feel good about what I put on my body—inside and out.”