Questionnaire:

- 1. Do you prefer vegan products?
- 2. Do you follow a vegetarian lifestyle?
- 3. Are you lactose intolerant or looking to avoid dairy-based products? We'll prioritize dairy-free alternatives like almond milk, oat milk, and vegan cheese.
- 4. Are you gluten free?
- 5. **Do you prefer cruelty-free products?**

Not tested on animals.

- 6. Would you like products with recyclable or eco-friendly packaging?
- 7. Are you interested in products made from recycled or upcycled materials? *Think: "Is this made from something that had a previous life?"*
- 8. Would you like to prioritize locally made or regionally sourced products? *To support local businesses and reduce carbon footprint.*
- 9. Are you open to exploring new or lesser-known sustainable brands?
- 10. Would you be willing to pay slightly more for environmentally friendly products?