



Says



Thinks

I want to have clear, radiant skin

I'm concerned about aging signs like wrinkles and fine lines

I wonder if this product will really work for my skin type

I want to achieve a natural, healthy glow without looking overdone

I need products that are safe for sensitive skin

I need a skincare routine that's simple and doesn't take too much time

Skincare Cosmetics

The "Skincare Cosmetics" persona represents a typical target customer for skincare and beauty products.

Researches online for skincare product reviews and recommendations

Visits skincare stores to try out different products

Concerned about the condition of their skin

Follows a skincare routine daily, including cleansing, moisturizing, and sunscreen application

Frustrated when a product doesn't deliver promised results

Happy and confident when their skin looks and feels healthy



Does



Feels