

# Crystals and Tinks



Connecting us to our roots

# Earthy Erika

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- Background:
  - Single woman
  - Owns a small apparel and accessories retail store
- Demographics:
  - Female, Age 32
  - Income of \$69,000
  - Lives in the city
- Identifiers:
  - Spiritual Shaman
  - Brings nature into life
  - Social Media Savy



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# On the Go, Ofelia

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- Background:
  - Stay at home Mom
  - Married with 2 kids under 4
- Demographics:
  - Female, Age 30
  - Single Family Income of \$120,000
  - Lives in the suburbs
- Identifiers:
  - Likes crystals as décor
  - Wants natural remedies
  - Believes in essential oils as common cures

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# Vintage Victoria

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- Background:
  - Single woman
  - Works in Social Media
- Demographics:
  - Female, Age 24
  - Income of \$80,000
  - Lives in the city
- Identifiers:
  - Grows her own herbs
  - Wants to increase spirituality
  - Eco-Friendly perspective



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