

How do we market to these women?

For current and potential customers, marketing is the same:

Emphasize health awareness.

Focus on the pain of a poor sleep, or desire for better sleep.

"The power of knowing your body and mind."

How do we market to these women?

- For current and potential customers, marketing is the same:
 - Emphasize health awareness.
 - Focus on the pain of a poor sleep, or desire for better sleep.
 - "The power of knowing your body and mind."

Conclusions: