

Clear & Clean Jean: “let’s be better humans.”

Person Profile for 22 Toes Soaping Co.
Natural Soap Product Website



Demography

- Gender Identity: Female
- Age 27-55
- Race: Caucasian
- Annual Income: \$35k-150
- Education: Bachelor's Degree or Higher
- Married or Divorced with 0-2 children
- Working Professional
- Moderate to High Knowledge and Usage of Tech

Likes & Interest

- Travel
- Music, Painting
- Cooking/Baking
- Online Shopping
- World Affairs, Politics
- Gardening
- Hiking, Boating
- Farmer's Market

Characteristics

- Leader, Mentor
- Self-Reliant
- Extroverted
- Resilient
- Intelligent
- Analytical
- Conscientious
- Sensitive

Gratifications

- Completes Goals and Tasks
- Learning a New Skill or Hobby
- Healthy diet
- Thrift store or estate sale shopping
- Helping Others

Frustrations

- ❖ Inaccurate or False Information
- ❖ People who poorly Park
- ❖ Not receiving expected response
- ❖ Confusing Designs
- ❖ Wasted Time
- ❖ Misused Resources
- ❖ Unsupported Opinions

Summary

- ✓ Environmentally and politically informed.
- ✓ Created clean living, comfortable and functioning Home.
- ✓ Heavy value on small circle of family and friends but has a decent number of acquaintances and professional colleagues.
- ✓ Goal Oriented and Focus Driven
- ✓ Effective working and playing independently or on own.
- ✓ Thoroughly and meticulously researches subject or product that she is not familiar with.
- ✓ If she finds something that works for her, she will promote this service, product, or entity.
- ✓ Does not spend money frivolously but willing to spend money on quality products or services.
- ✓ Directly confronts conflict after careful analyzation.
- ✓ Focus' on self-care. Surface self-care is a mental self-care.

“Go to” Brands and Retails

- ✚ Burt's Bee's
- ✚ Anthropology
- ✚ Target
- ✚ M.A.C
- ✚ Aveeno
- ✚ Abra
- ✚ theBalm
- ✚ Converse
- ✚ Christina Dior
- ✚ Louboutins
- ✚ H&M

Hipster Holden: “ew...you are not going to use that are you?”

Person Profile for 22 Toes Soaping Co.
Natural Soap Product Website



Demography

- Gender Identity: Fluid
- Age 25-55
- Race: Caucasian, India, Middle Eastern, Asian
- Annual Income: \$35k-\$65K
- Education: High School, Some or Graduated College
- Bartender, Tech, Retail
- Moderate to High Tech Knowledge and usage
- Highest use of Social Media

Likes & Interests

- Shopping
- Environmentally friendly products
- Hanging out with Friends
- High fashion
- Networking
- Skin and Body Care

Characteristics

- Social
- Impulsive
- Extroverted
- Charming
- Charismatic
- Cleanly
- Artistic
- Self-Conscience
- Stubborn

Gratifications

- New Clothes, Sunglasses, Shoes,
- Completing a task
- Being a Social Media Influencer
- Social Gathering at restaurants, clubs and bars
- Healthy Eating
- Natural Body Care Product

Frustrations

- ❖ Thoughtlessness
- ❖ Uncomfortable Situations
- ❖ Having Appearances Criticized.
- ❖ Dirty Environments i.e. Clothes, Bathrooms, Kitchens
- ❖ Flawed Appearances

Summary

- ✓ Careful of what puts on skin.
- ✓ Devoted to brands if proven to work for them.
- ✓ Constantly searching for new and better products and brands
- ✓ Feels a sense of accomplishment on purchasing choices out brands and ingredients that are compatible with skin needs.
- ✓ Considers other people's opinions.
- ✓ Charismatic Personality
- ✓ Only Child or Distant Family
- ✓ Prefers to live alone.
- ✓ Expects more effort out of co-workers, partners, and friends.
- ✓ Like expensive to shop for clothes, beauty product and accessories.
- ✓ Cautiously commits to products, brands, or entities but once trust is earned brand loyalty is won. Prefers to see effort first.
- ✓ Take pride in personal hygiene and clean home.
- ✓ Small inner circle of trusted people but has large outer circle.

“Go to” Brands

- ✚ Lush
- ✚ Dior
- ✚ Sephora
- ✚ Bath & Body Works
- ✚ Burt's Bee's
- ✚ Marc Jacobs
- ✚ Michael Kors
- ✚ Isaac Mizrahi
- ✚ Tom Hardy

Ramblin' Rae: "2 Bees in a bucket..F-It"

Person Profile for 22 Toes Soaping Co.
Natural Soap Product Website



Demography

- Gender Identity: Female, Non-Binary, Gender Fluid
- Age 35-65
- Race: African American, Black
- Annual Income: \$35k-50K
- Education: High School, Some College and/or Tech School
- Single, Polygamous, Non-Traditional
- Working Professional
- Moderate to High Tech Usage

Likes & Interests

- Travel
- Cooking for Family and Friends
- Going out with friends
- Outdoors Gatherings

Characteristics

- Social Leader
- Agreeable
- Cautious
- Extroverted
- Logical
- Balanced
- Thoughtful
- Strong Ethic
- Optimist
- Cleanly

Gratifications

- Hard Work, Hard "Play"
- Completing a task
- Perfect or Creating a new Recipes.
- Social Gathering including sharing a meal and drinks
- Helping Others
- Healthy Eating
- Natural Body Care Product

Frustrations

- ❖ Offensiveness
- ❖ Thoughtlessness
- ❖ Time Wasters
- ❖ Confusing Instructions
- ❖ Being told what to do while working on a task.
- ❖ Conflict
- ❖ Unclear communication

Summary

- ✓ Careful of water puts on skin.
- ✓ Melanated Skin, commercial Brands do not meet needs.
- ✓ Seeks out brands and ingredients compatible with skin.
- ✓ Natural Social Leader
- ✓ Comes from med-large family, understands shared living space.
- ✓ Hard working professionally and personally, expects co-workers, partners, and friends to match ethics and effort.
- ✓ Works at an active job that exposed skin to elements.
- ✓ Cautious to commit to products, brands, or entities but once trusted loyalty is won.
- ✓ Take pride in personal hygiene and clean home.
- ✓ Carefully spends money.
- ✓ Small inner circle of trusted people but has large outer circle.

"Go to" Brands

- ✚ Burt's Bee's
- ✚ Mrs. Meyers
- ✚ Dr Bonner Soap
- ✚ Vaseline Skin Care and Lotions
- ✚ Kiehl's
- ✚ Palmer's Cocoa Butter
- ✚ Booda Butter
- ✚ Cetaphil