

# 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