

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