

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