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| Icon  Description automatically generated | Chole  Buyer |
| ***Demographics*** | Age: 30  Language: English  Location: America  Education: Bachelor’s Degree  Annual income: 70k  Family Status: Single |
| ***Profession/Career/Career*** | Job Title: Vet  Industry: Pet & Wellness  Decision Maker: Yes  Challenges: Pricing/ Value of product  Goals: Expanding to a new location |
| ***Interests*** | Favourite social media Instagram  Channel(s)  Least Favourite social LinkedIn  media channel(s)  Favourite Brands Bark Box, Pets R Us  Favourite Content Type Video imagery |