

# Regina George

student

University of California, Davis  
Animal Science



## Demographics

Age: 22  
Gender:  
self-identified  
Salary: \$100/week

Location: Davis, CA  
Education: Current Student  
Family: youngest

## Goals and Challenges

Main goal is to obtain  
a degree.  
Challenges include  
time management

## Values and Fears

Values: Being aware and a part  
of the community  
that surrounds the  
student body

Fears: Not know how  
to voice opinions

## Marketing Message

"Make change while you  
still can"

## Elevator Pitch

It's wonderful to be  
challenged,  
especially when you know  
you're duty is to do  
something about it.  
With Auxilium, you can  
actually stand up for your  
community.