

# Buyer Persona — Working Thirty-Something

## Who She Is

- Age: 30–35
- Location: Cairo/Alexandria
- Occupation & Income: Urban professional, medium–high disposable income
- Lifestyle: Busy, career-oriented, values convenience and efficiency

## Mindset & Values

- Values: Reliability, efficiency, transparency, authenticity
- Personality Traits: Pragmatic, time-conscious, skeptical of exaggerated claims
- Hobbies: Café visits, fitness, occasional travel, Instagram/LinkedIn scrolling

## Her Problems

- Stress, fatigue, dark circles
- Sensitive skin from long workdays
- Limited time for complicated routines

## What She Wants

- Solution: Simple, time-saving skincare that delivers visible results
- Benefits Desired: Healthy glow, reduced stress signs
- Why It Matters: Wants to look professional & confident without heavy effort

## Barriers & Objections

- Concern about paying for “luxury” products without proven value
- Skeptical of marketing claims

## Customer Journey

- Awareness: Notices skin stress from long days
- Consideration: Compares reviews, trusted brands, and ingredient lists
- Decision: Chooses brand with clinical proof and convenience

## How to Reach Her

- Shopping Habits: Online purchases, influencer/dermatologist endorsements
- Content Preferences: Short morning/evening routine videos, reviews, expert advice
- Preferred Channels: Instagram, LinkedIn
- Tone of Voice: Professional, supportive, empowering

# Buyer Persona — New Mom (Infant)

## Who She Is

- Age: 28–33
- Location: Urban areas
- Occupation & Income: Mother, medium income
- Lifestyle: Focused on childcare, limited personal time

## Mindset & Values

- Values: Safety, health, trust, practicality
- Personality Traits: Caring, cautious, protective
- Hobbies: Parenting blogs, Facebook groups, occasional online shopping

## Her Problems

- Sleep deprivation
- Skin fatigue and sensitivity
- Fear of unsafe ingredients affecting her baby

## What She Wants

- Solution: Gentle, hypoallergenic, baby-safe skincare
- Benefits Desired: Quick care, peace of mind
- Why It Matters: Wants to stay confident and safe while caring for baby

## Barriers & Objections

- Afraid of allergens and irritation
- Worries about price for premium ranges

## Customer Journey

- Awareness: Experiences skin stress post-pregnancy
- Consideration: Seeks baby-safe, trusted recommendations
- Decision: Chooses products with clear safety certifications

## How to Reach Her

- Shopping Habits: Facebook parenting groups, peer recommendations
- Content Preferences: Testimonials from moms, ingredient breakdowns
- Preferred Channels: Facebook, Instagram
- Tone of Voice: Gentle, reassuring, trustworthy

# Buyer Persona — University Twenty-Something

## Who She Is

- Age: 19–24
- Location: University city
- Occupation & Income: Student, limited budget
- Lifestyle: Social, active online, trend-driven

## Mindset & Values

- Values: Affordability, fun, self-expression
- Personality Traits: Curious, experimental, easily influenced by peers
- Hobbies: TikTok, Instagram, hanging out with friends

## Her Problems

- Acne and skin issues from stress and hormones
- Limited budget for skincare
- Overwhelmed by too many trendy products

## What She Wants

- Solution: Affordable, trendy skincare routine
- Benefits Desired: Clearer skin, confidence at social events
- Why It Matters: Wants to fit in socially and feel attractive

## Barriers & Objections

- Limited money, doesn't want to waste it
- Hesitant without peer validation

## Customer Journey

- Awareness: Notices acne flare-ups
- Consideration: Watches influencer reviews and TikTok trends
- Decision: Buys when brand feels trendy and affordable

## How to Reach Her

- Shopping Habits: Online shops, student discounts
- Content Preferences: Before/after videos, short challenges
- Preferred Channels: TikTok, Instagram
- Tone of Voice: Playful, relatable, trendy

# Buyer Persona — Teenage Girl

## Who She Is

- Age: 14–17
- Location: Secondary school
- Occupation & Income: Student, relies on parents for money
- Lifestyle: Heavily influenced by social media

## Mindset & Values

- Values: Peer approval, fun, instant results
- Personality Traits: Energetic, experimental, curious
- Hobbies: TikTok, Snapchat, hanging out with friends

## Her Problems

- Acne, oily skin, breakouts
- Low confidence from appearance
- Limited product knowledge

## What She Wants

- Solution: Simple and fun skincare routine
- Benefits Desired: Clear skin, boosted confidence
- Why It Matters: Wants to feel good and accepted socially

## Barriers & Objections

- Needs parental approval
- Worries about skin safety

## Customer Journey

- Awareness: Notices acne issues
- Consideration: Sees viral videos and friends' products
- Decision: Buys when parents approve and brand feels fun

## How to Reach Her

- Shopping Habits: Guided by parents, influenced by peers
- Content Preferences: Bright visuals, simple instructions, UGC
- Preferred Channels: TikTok, Snapchat, Instagram
- Tone of Voice: Fun, supportive, energetic

# Buyer Persona — Mother of Teenage Daughter

## Who She Is

- Age: 38–45
- Location: Urban/suburban
- Occupation & Income: Parent, medium–high income
- Lifestyle: Family-focused, decision maker for child

## Mindset & Values

- Values: Safety, health, reliability
- Personality Traits: Responsible, cautious, protective
- Hobbies: Reading reviews, parenting forums, shopping for family

## Her Problems

- Concerned about teen daughter's acne
- Distrusts unsafe or trendy hacks
- Needs products with medical credibility

## What She Wants

- Solution: Safe, dermatologist-approved acne care
- Benefits Desired: Daughter's healthy skin and confidence
- Why It Matters: Wants daughter to feel secure without risks

## Barriers & Objections

- Suspicious of marketing claims
- Price-conscious given economic situation

## Customer Journey

- Awareness: Sees daughter's acne and confidence issues
- Consideration: Researches safe, dermatologist-approved solutions
- Decision: Chooses trusted brand with medical backing

## How to Reach Her

- Shopping Habits: Prefers reviews, recommendations, and expert advice
- Content Preferences: Educational articles, doctor testimonials
- Preferred Channels: Facebook, email campaigns
- Tone of Voice: Informative, protective, reassuring

# Buyer Persona — Clinic-Going Laser Beauty Enthusiast

## Who She Is

- Age: 25–32
- Location: Urban, regular clinic visitor
- Occupation & Income: Professional, higher disposable income
- Lifestyle: Beauty and aesthetics focused

## Mindset & Values

- Values: Premium quality, clinical proof, results
- Personality Traits: Confident, status-conscious, selective
- Hobbies: Visiting clinics, following beauty influencers

## Her Problems

- Needs effective aftercare for laser sessions
- Wants to maintain results and avoid irritation
- Distrusts low-quality, unverified hacks

## What She Wants

- Solution: Medical-grade, dermatologist-endorsed aftercare
- Benefits Desired: Smooth, glowing skin post-treatment
- Why It Matters: Wants to protect her investment in beauty procedures

## Barriers & Objections

- High expectations for proof and endorsements
- Avoids unverified products

## Customer Journey

- Awareness: Learns about aftercare needs during laser treatment
- Consideration: Consults dermatologist and influencers
- Decision: Chooses clinically backed, premium brand

## How to Reach Her

- Shopping Habits: Buys via clinics, premium e-commerce
- Content Preferences: Clinical testimonials, influencer proof, before/after
- Preferred Channels: Instagram, YouTube, clinic POS
- Tone of Voice: Professional, aspirational, trustworthy