

■ Buyer Persona: Nour

■ Who She Is

- **Name:** Nour
- **Age:** 20 to early 30s
- **Location:** Lives in Cairo, has access to online shopping and beauty stores.
- **Occupation & Income:** Student or young professional; moderate disposable income.
- **Lifestyle:** Active, wellness-focused (goes to the gym, yoga, meal preps, cares about self-care).

■ Mindset & Values

- **Values:** Transparency, natural ingredients, cruelty-free, eco-friendly packaging.
- **Personality Traits:** Curious but cautious, skeptical of exaggerated claims, values authenticity.
- **Hobbies:** Fitness, following beauty/wellness influencers, browsing skincare content on Instagram/TikTok, weekend café hopping.

■ Her Problems

- **Skin Issues:** Sensitive, prone to irritation and redness.
- **Frustrations:**
 - Overwhelmed by too many skincare options.
 - Tired of wasting money on products that don't work.
 - Doesn't trust "natural" labels — fears greenwashing.

■ What She Wants from ZAT

- **Solution:** Simple, gentle, effective skincare routine tailored for sensitive skin.
- **Benefits Desired:** Healthy, glowing skin with minimal irritation.
- **Why It Matters:** Wants confidence in her natural skin without hiding behind heavy makeup.

■ Barriers & Objections

- Worries about price — wants value without overpaying.
- Afraid of allergic reactions to "natural" products.
- Might hesitate unless reviews and proof (before/after results) are convincing.

■ Customer Journey

- **Awareness:** Notices irritation from current products → searches online / asks friends.
- **Consideration:** Compares brands based on ingredients, reviews, and transparency.
- **Decision:** Chooses a brand when she sees authentic proof (reviews, influencer she trusts, clear ingredient list).

■ How to Reach Her

- **Shopping Habits:** Relies on friends' recommendations, Instagram/TikTok influencers, and online reviews before buying.
- **Content Preferences:**
 - Before/after transformations.
 - Honest ingredient breakdowns.
 - Quick, simple video routines (Reels/TikTok).
 - Testimonials from real customers.
- **Preferred Channels:** Instagram, TikTok, YouTube.
- **Tone of Voice:** Honest, friendly, empowering ("your natural skin deserves care").

"I just want a simple, natural routine that keeps my skin healthy and glowing — without all the irritation and fake promises."