



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

*Celebrate Your
Natural Radiance*

*It says to its customers
that they are not only
providing top-quality
makeup but also
contributing to a better
environment and animal
welfare.*

*The brand thinks about its
customers' desires for both
quality and sustainability*

*It focuses on using
natural, non-harmful
ingredients and thinks
about the
environmental impact
of its packaging and
production processes.*

***BEAUTY
ENTHUSIAST***

*Pure Elegance
cosmetics takes action
by sourcing ingredients
responsibly, using
recyclable packaging,
and supporting social
initiatives*

*It actively engages
in sustainable
practices, such as
reducing waste and
supporting fair
trade.*

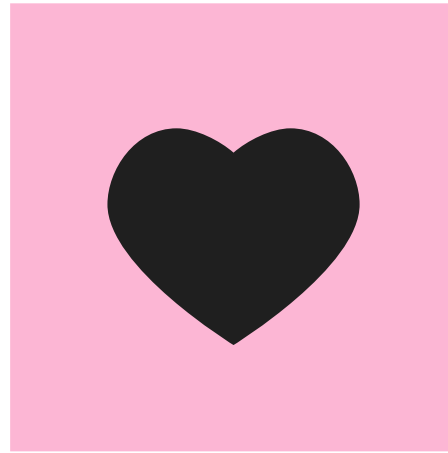
*. It aims to evoke a
sense of elegance
and self-assurance,
knowing that their
choices align with
their values.*

*The brand wants
its customers to
feel confident,
beautiful, and
guilt-free when
using its products.*



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?