



Bio

Asena/Brooke/Angele is a vibrant, young adult who takes pride in her appearance and well-being. Living in a fast-paced urban environment, she juggles various responsibilities but always ensures she carves out time for self-care. With a keen interest in maintaining her beauty routine, Asena is mindful of the products she uses but prefers simplicity over complexity.

Asena values quality over quantity, especially when it comes to her hair care regimen. She's not interested in following a tedious 10-step routine; instead, she seeks effective solutions that simplify her lifestyle. While she's willing to invest in premium products, she also looks for affordability without compromising on quality.

Though she may not be an expert in hair care, Asena is eager to learn and explore different products to find what works best for her. She enjoys experimenting with new trends and techniques, always open to discovering innovative ways to enhance her beauty routine. Asena's ultimate goal is to achieve healthy, lustrous hair without the hassle, and she's on the lookout for products that align with her values and preferences.

The type of person that likes to dive deeper and do their research.

Needs

1. Simplicity in her beauty routine.
2. Quality products that deliver results.
3. Affordability without compromising quality.
4. Education to learn about effective hair care.
5. Well-being-focused products.
6. Personalized solutions for her hair type and concerns.
7. Health conscious

Pain points

1. **Overwhelm:** Feeling overwhelmed by the abundance of hair care options and not knowing where to start.
2. **Complexity:** Dealing with complex hair care routines that require too much time and effort.
3. **Uncertainty:** Being unsure about which products are best suited for her hair type and concerns.
4. **Trial and error:** Wasting money on products that don't deliver the desired results or worsen her hair condition.
5. **Budget constraints:** Struggling to find affordable hair care solutions without sacrificing quality.
6. **Lack of knowledge:** Feeling uninformed about effective hair care practices and trends.

Ideal experience

1. **Simplified Routine:** Enjoying a straightforward hair care routine that doesn't require excessive time or effort.
2. **Effective Products:** Using high-quality hair care products that deliver noticeable results and improve the health and appearance of her hair.
3. **Personalized Recommendations:** Receiving personalized recommendations tailored to her specific hair type, concerns, and preferences.
4. **Affordable Options:** Accessing affordable hair care solutions that fit within her budget without compromising on quality.
5. **Learning and Growth:** Having access to educational resources and guidance that help her learn more about effective hair care practices and trends.
6. **Enhanced Well-being:** Feeling confident and satisfied with her hair's appearance and knowing that she's taking care of her overall well-being through her hair care routine

Research

Quotes

"I want my hair care routine to be as simple as possible without sacrificing results."

"Quality over quantity any day – I'd rather invest in a few great products that work wonders for my hair."

"I'm always up for trying new things, especially if it means finding that perfect product for my hair."

Real Quotes

"We have tried several products to get frizzy and split hair to look healthy again! This did the trick. We will be buying Cibu products in the future."

"Before I used this conditioner the other one I used was damaging my hair and felt dry, That's not a problem with this one, It also softens my hair and makes it feels smooth"

"It helps tame my frizzy hair and allows me to go out without additional product which I've never been able to do before using this"

Holistic language approach

Simple can correlate to lazy- want t come off as uncomplicated.

Intintial, purposeful.

OLAPLEX.

KRISTIN ESS
HAIR

Influencers, word of mouth

Websites, groups around enhanced well-being, from boutique salons

Living proof.

function
— of beauty

Not in Ulta

Higher-end more of an upscale atmosphere, target pop up shop,