

# About Sara - "The Cosmopolitan Party-Goer"



**Age:** 25  
**Sex:** Female

**Location:** New York, NY.

**Marital Status:** Hinge Dating  
**Education:** Master's Degree

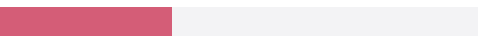
**Work:** Clinical Mental Health Counseling  
**Income:** \$57k annual

## Preferred Channels

Instagram



Twitter



YouTube



Facebook



## Preferred Devices

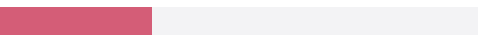
iPhone



Laptop



iPad



## Bio

Sara is a recent graduate from Johns Hopkins University with a Masters in Clinical Mental Health. Sara is Lebanese-Egyptian, attending high school in Dubai, and is semi-fluent in Arabic. As a highly spiritual, emotionally-conscious person, Sara loves learning new yoga poses, yet is struggling to focus on her breathing while meditating. (Too much to think about!) Sara now works as a mental health counselor and lives with her younger brother in a two-bedroom walk-up in the West Village, Manhattan and takes frequent naps on the couch with the TV still on. Sara is currently hosting mindfulness/exercise classes over Zoom and hopes to one day have her own workout meditation hybrid- studio.

A duality exists in Sara, for she is quiet and self-aware but she also spends her weekends in crowded, rowdy bars, her eyes sparkling with excitement. The highlight of her year is the summertime, during which she attends numerous music festivals with her friends, ranging from EDM to Pop Punk. Sara considers her makeup vanity to be a place of solace, where she can practice risky eye looks and ritualize self care and appreciation. She often posts her avant-garde looks on her Instagram story, discovering exciting new beauty products to order while scrolling.

Sara's values are heavily grounded in inclusivity, equality and sustainability, and therefore only follows and supports clean, cruelty-free and socially-responsible brands and personalities on her social media channels, including rms Beauty and Milk Makeup. Sara prefers to follow micro-influencers and makeup-artists with a smaller following, as she finds more mainstream personas to be disingenuous and biased due to brand sponsorships. She supports LGBTQ+ rights and does not hesitate to vocalize such on her Facebook and Instagram accounts. A majority of her time spent online is on her iPhone 11 Pro, but prefers to make most purchases on her laptop, and uses her iPad less frequently, only while traveling or reading.

Source 1

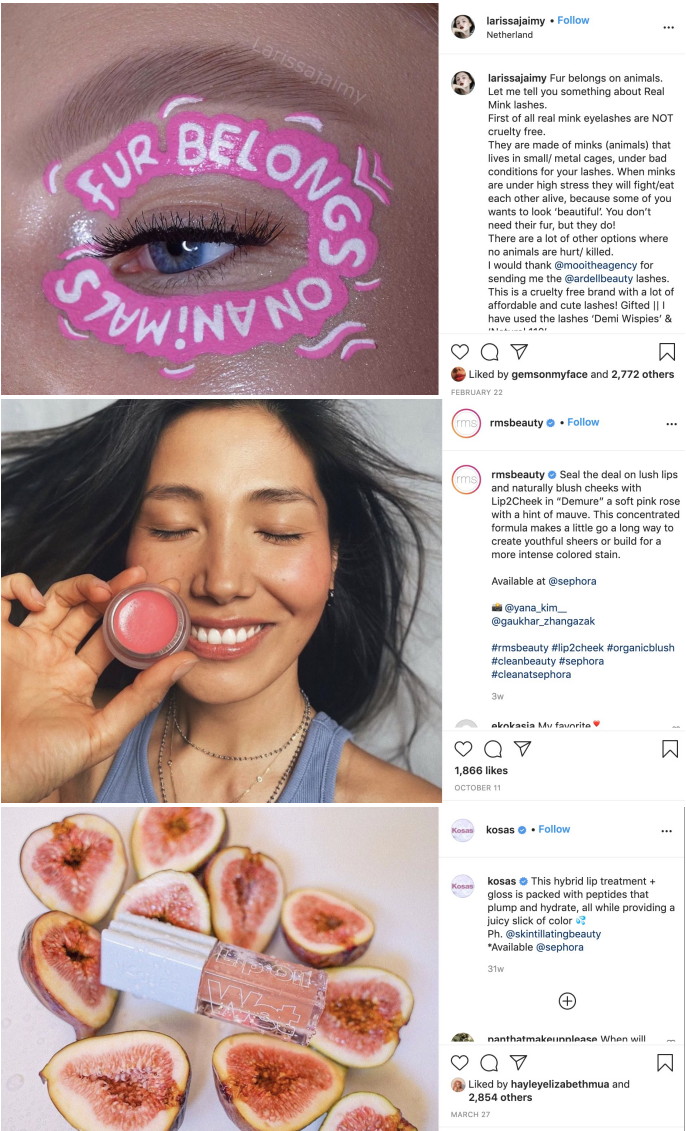
Source 2

Source 3

Source 4

Source 5

## Brands & Influencers



## Brand Expectations

Inclusivity & Equality



Cruelty-Free



Sustainable and Green



Clean Ingredients

