

# Jenny Rivera

Jaclyn Valentin

## PROFILE

**Long Hair**

## GENDER

**Female**

## AGE

**25**

## LOCATION

**NYC**

## OCCUPATION

**Model , 90 K**

**BIO** Jenny is a runway model looking for a high end hair product to keep her hair up to par. She is frustrated that her hair is starting to break off from constant heat damage when she is known for her signature locks.

## BRANDS

- Chi
- Nexxus
- Paul Mitchell
- Redken
- MIZANI
- Ten Voss

**INFLUENCES**

- New York Fashion Week
- Paris Fashion Week
- Celebrity hair stylist

## GOALS

- Find a high end product
- Great for traveling
- Easy use

## FRUSTRATIONS

- Product smells bad
- Does not last long
- Makes hair look greasy
- Not traveler friendly

## PERSONALITY

- Extrovert
- Thinker
- Artistic
- Social



*"I'm looking for a product that will restore my hair's health from all the heat damage caused by runway looks."*