

Avatar:

Persephone 37y.o. Single, works as a receptionist in a hotel. Just broke up from a relationship with Hades (her ex)

Current state: After recently experiencing a breakup, Persephone finds herself newly single, marking the end of a significant chapter in her life. It's now time for her to make changes, to enter the "single" mode, and rebuild her life with new standards. Her main priority is to prove to herself and others that she is unstoppable, and nothing holds her back. With newfound freedom, Persephone feels free to do whatever she wants as an independent individual. Though deep down, she is trying to act differently to shield herself from the potential effects of negative emotions like sadness, fear, anger, and loneliness on her psyche

Dream State: Persephone's dream is to achieve a completely new version of herself, a different individual with new standards, new options, and a new look. She wants this change to be reflected in all aspects of her life, so that everyone can understand that she is a new person. This desire for transformation is driven by a mix of emotions. On one hand, there is an element of emotional distress that motivates her to seek a fresh start. On the other hand, there is also a strong sense of confidence and empowerment that comes with making such a significant change.

Through her desire for change, Persephone is showing that she is not afraid to take risks and try new things. She is a strong and independent woman, and her determination to achieve her dream state is an inspiration to others.

Roadblocks: Obviously the changes I am talking about need plenty of time you don't just wake up and everything is fixed. Also, Persephone is a woman and in her pursuit of finding a better partner should look attractive.

So the main roadblock in this product is the time and effort/difficulty to achieve the new version of herself and recover from her toxic past

Solution/ Product: Here I will try to sell identity. The new woman that she will see in the mirror. This solution is an instant change so I can capitalize on the time factor for a big change. The product is a hair dye. She can use it and after a couple of hours BOOM completely new look in the mirror.

P-A-S email

SL: Hollywood's Secret to completely renewal your look

PT: How Your Hair Can Make a Statement

Sticking with the same look for years ends up being tedious and unexciting...

And especially if you need a positive change in your life, what is the point of remaining stagnant?

This fundamental concept can't be more true when we talk about hair looks!

Remember those Hollywood women who keep changing their hairstyles?

They know that changing their look is an excellent way to renew themselves and boost their confidence.

And the will to actively make a transition to a more smiley and happy version of yourself is not a luxury...

Is a basic need for personal expression!

So If you want to reflect in the mirror the empowered woman which puts an end to the old and makes a change for her own sake

Discover how your hair can be a powerful form of self-expression and make your statement!
[Click here](#)

D-I-C email

SL: Transform Your Impression with this new look change

PT: Everyone in the world notices this

Don't you just love the feeling of confidence when you turn heads with your appearance?

But, have you ever felt like you're making changes but not really seeing any difference?

That's because you're probably focusing on careless changes that don't really make a lasting impact.

If you want to feel the lasting empowerment that shifts how the world perceives your figure...

There's a big transformation waiting for you that can even WOW your childhood friends from one day to the other!

And, guess what?

This transformation has nothing to do with a new outfit, accessory, or heavier makeup...

It's all about one of the first characteristics that everyone mentions when trying to describe you

Do you want to make a statement and hear even from your closest friends and family

- "You look like a completely new person," as they stare at you excitedly?

[Click here](#)

Ig caption

Dealing with a sensitive scalp can be a real battle, am I right? 🙄

It's like searching for a needle in a haystack when looking for hair care products that won't cause irritation. And let's not forget the serious issues that can arise - flaking, dryness, dandruff, and even hair loss or infection. 🙄

But fear not, my friends! It's time to ditch the haystack and find that perfect needle - the hair care products that treat our scalps with the gentleness they deserve. 🙄

So let's embark on this journey together to a happier, healthier scalp.

Who's with me? 🙄💕

DRAFT

The no-lose way to completely renew your look
The easiest way to revive your look
Step-by-step formula to reestablish your sex-appeal
The only type of hair change you should use - here's why
Steal glances with this look transformation- Hair renewal+ protection

D-I-C email

In the pursuit of feeling more confident about our figures and stealing some glances with our confidence...

I've seen women making barely noticing changes and waiting for big differences...

Which is a recipe that fails over and over again!

The reason why is because we focusing on careless changes!

If you want to feel the lasting empowerment feeling that shifts your world's impressions of yourself...

There is a big transformation that renews our aura and can even *WOW* our childhood friends from one day to the other !

Has nothing to do with a new outfit, a glossy accessory, or heavier make-up but...

Is by far the first characteristic that defines you and the greatest indicator to reestablish how our figure is perceived!

So if you want to make a statement and tomorrow start hearing even from your most familiar people...

- " You look like a completely new person" as they staredown you excitedly
[Click here](#)

Other natural hair colors were causing my hair to fall out due to the ammonia alternative ethanolamine which they use.

I have tried every natural or reduced chemical brand under the sun and finally the dermatologist said either stop coloring your hair, or it will keep falling out.

I was so excited to find a brand that used heat, not chemicals, to render the color. I liked that they are honest about having a tiny % of PPD instead of lying about. It is the lowest % I have ever found (under 1% compared to 6, 10 or even more. And NO ethanolamine at all.

And NO irritation to my scalp at all. No itchiness, no redness at all.
For those of us with a sensitive scalp, this could be the holy grail!

There is absolutely no smell and it works!! . It covered all my gray

A change in hair color, or style, can help you to feel better. It can be empowering. It's a renewal of who you are as an individual. That one thing can help you cope with the things you can't control. It's a positive step. It's something fun when you are stressed. It's about your mental health. And, it's something you can change whenever you want.

The answer can be different for different people. Some people may be trying to look nice to conceal what they are going through. Some may just need to have a distraction or time to themselves and getting their hair done is a healthy, socially acceptable way to do that. I think for many people though, it's because it's a form of self expression. If they change or their life changes, they express that by changing their hair too.

Move on in life

self advertise. Kind of a "hey look at me I'm different"