

Age: 20

Name: Lucy

Occupation: McDonald's part-time while at uni

What problem keeps them awake at night: Feels insecure in her own skin which holds her back in the dating world. Can't seem to attract the right guy and feels it is down to her appearance. She is always comparing her skin with others subconsciously. Feels embarrassed after seeing other girls on Instagram with the perfect skin and life (boyfriend and attention). Always very self-conscious and feel as if everyone is looking/laughing at their poor skin.

What does their skin look like: Bags under their eyes, spots and blemishes. Oily/greasy or dry/eczema skin.

What do they do in their free time: Snapchat friends and try to message low-quality guys. Watch Molly Mae, Love Island, and Kardashians, and browse Instagram, Pinterest, and TikTok. Waste their days doing these tasks. Drinks (TGIF mindset). Cover their manky skin in makeup.

What is their dream state: Boyfriend/drowning in male attention. Feeling confident in themselves and no longer wondering if people are secretly laughing at their skin. Confident going out without makeup. To be an "It Girl"

What have they tried to improve their skin? Retinol, Cream, Spot Gel, Facemasks

Brands they have tried: The Ordinary, Cera ve, E45, Sudocrem, Drunk Elephant, The inkey list, mario badescu

They watch skin-care routines, been to dermatologists/doctors

Who do they want to impress: Men

Day in the life:

Wake up at 10:30 am, past their alarms...

Once out of bed goes on the phone, scrolling social media comparing their skin to other girls on Instagram

Feels so disgusted with herself that she jumps on YouTube to try to find a vogue skincare routine that will solve all her issues.

She then tries this skincare routine, full of hope only to be let down once again. And still have the same dusty skin...

With the weight of her current pain, she eats her feelings with some McDonald's (her order: 9 nuggets/selects and frappe/milkshake)

The junk food only makes her skin even worse...

She meets a friend and goes on a quick shopping trip before work. She goes to Zara to pickup some shoes for the weekend night out, with the hope of impressing a good man!

Gets to work, and feels everyone is laughing at her/looking at her skin.

Solution aware : They know what red light therapy is

Why haven't they tried it: Expensive