



**BARBARA FOREMAN**  
Age: 47 years  
Auburn, New York  
Prefers Collections

Barbara has been married for 21 years and has two children, ages 16 and 19 years. She has worked as an account manager for eleven years for Interstate Fire Protection, a manufacturer of smoke and fire detection equipment, fire extinguishers, and fire suppression systems. Previously, she worked for seven years as a sales representative for the same company. She has a BA in Marketing.

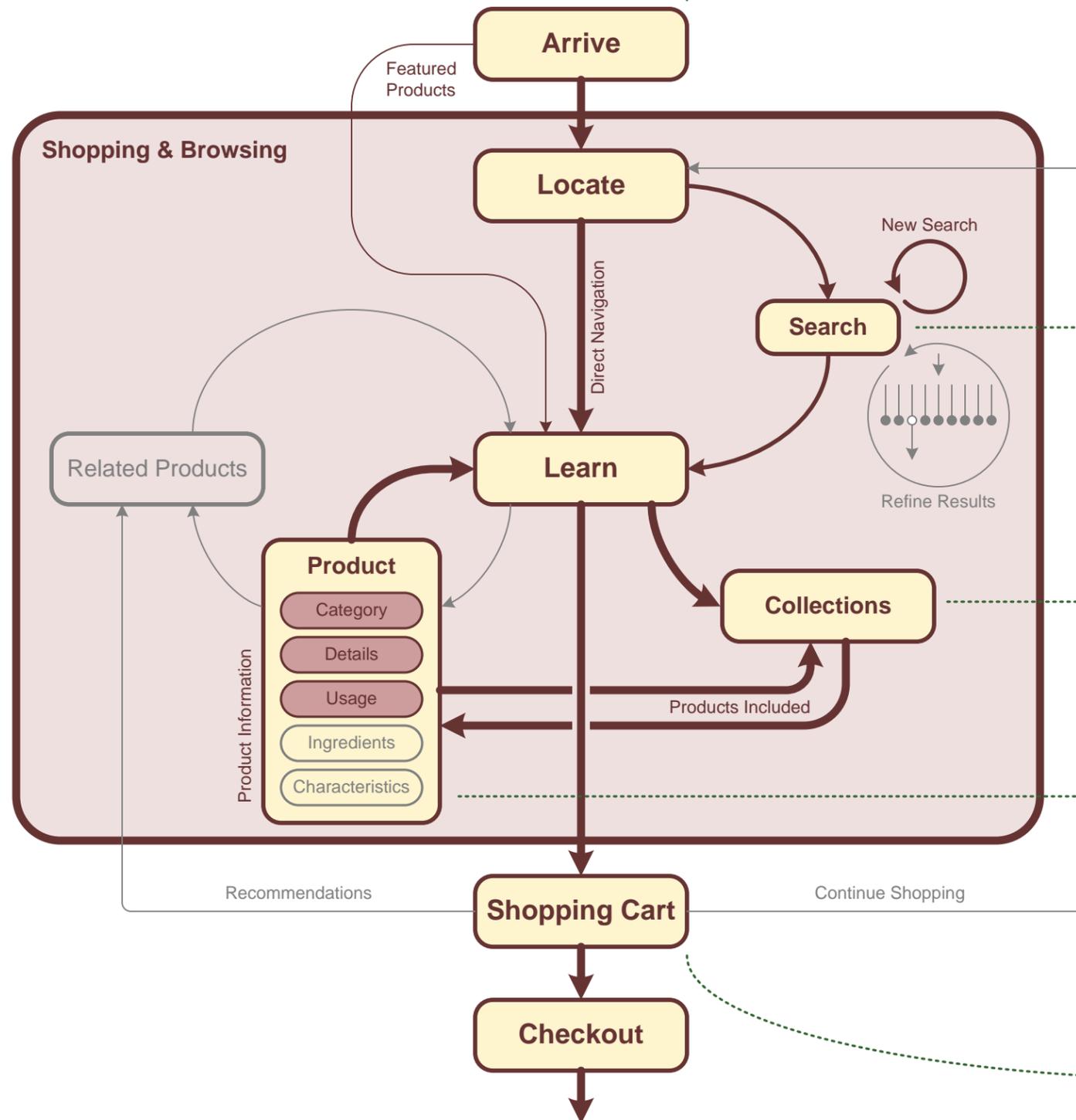
Barbara is very dedicated to her family and children, and she recently introduced her younger daughter to Bare Escentuals, because Debbie has been concerned about her fair skin and freckles. Barbara has been using the cosmetics for several years, and she recently began to purchase more bath and body care items, because she likes to create "spa experiences" for herself.

**Bare Escentuals Product Interests**

Cosmetics, Bath & Body Care, Moisturizers & Lotions, Face Care

**Shopping Styles**

Barbara shops every 2-3 months to replenish items and browse the new items. She likes to buy collections, because they contain products that she knows will work well and look good together. She often buys kits for herself, her daughter, and as gifts for other friends and family members. She frequently buys bath and body care items that allow her to pamper herself and create "spa experiences" at home. Her average purchase value is between \$125.00 and \$250.00, depending on the number of gifts she purchases.



**Homepage with Features**

header			
nav	line spotlight		featured collection
image	featured product	featured product	featured product

**Search Results**

header	
best match results	
refine search results options	cross-sell opportunities based on search terms and results
full search results listing	

**Collection Listing**

header			
nav	collection image		hotspot images
image	details	related individual products	featured content

**More Product Details**

header			
nav	product image	description	ingredients & characteristics
image	usage & purpose		

**Shopping Cart**

header		
cross-sell opportunities based on items in cart and popular products	image	item listing, qty, price
	image	item listing, qty, price