



Target Demographics

The Boogie Mama

The heart of the brand!

A Boogie Mama™ is "in the know" If she didn't see Boogie Wipes on the latest mom's website "picks list", she heard about it from her college best friend at her book club and just HAD to buy them.

She is definitely a **socialite** and can sell dozens of Boogie Wipes® by word of mouth alone. She's **hip & savvy**, and yet, she's **down-to-earth**. A ponytail and PJs one day and a party planning diva the next, the Boogie Mom® is **resourceful, hands-on, and fun** of course!



- Between the ages of 25-54
- Children between 1-6 priority
- 5 Miles of retail outlet
- Passionate about raising happy and healthy children.
- At a HHI level exceeding \$75,000.
- Loves to be the first to try and tell about a new product

Because a Boogie Mom™ is a busy gal, she likes to pick up her Boogie Wipes at her local drugstore, supermarket, or discount shopping center while doing her daily shopping as much as she likes to get them at her favorite baby boutique or online retailer.