

Are you a H.E.I.D.I or an alpha female?

Submitted by: The Bottom Line Consultancy Ltd

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Radox – the UK’s favourite washing and bathing brand – has found that there are around 10 million 30-something HEIDIs in the UK [1]. These women make a huge contribution to our economy and are very influential. HEIDIs work and party hard – 40% of 20-something HEIDIs state the main function of their work is to fund a busy social life. HEIDIs think nothing of partying through the night and living with the consequences – many use gyms near their offices to freshen up before going into work.

She’s more than likely single and loving it – she loves spending her money, she’s flirty and sexually confident. She also likes spas, country breaks and aromatherapy. Her bathroom is her wellness room where she unwinds and recovers from her hectic lifestyle.

Suggested feature angles:

- oAre you a HEIDI or an Alpha female? – A look at the differences between fun and flirty and success driven females

- oCharacteristics of each or a quiz to determine who you most relate to

- oA guide to HEIDI/ Alpha female living

 - her ideal job

 - must-haves for her hectic lifestyle

 - must-haves for her recovery/ time out

Radox has almost 100 years’ expertise in combining the right natural herbs and minerals, renowned for their therapeutic properties, to help you feel better. From shower gels to refresh you or help wake you up after a late night through to herbal baths to pamper or help you wind down, Radox has the right product to suit your needs.

REFERENCE SOURCES:

[1] 2005 study conducted by The Future Laboratory and Allegra Strategies. More information on HEIDIs can be found in their Spring Trend Briefing 2005, vol.1: Consumer and lifestyle trends

Is there such a thing as an alpha female?

<http://www.guardian.co.uk/women/story/0,3604,1046938,00.html>

Are you an alpha girl? (quiz)

<http://www.guardian.co.uk/quiz/questions/0,5961,1048023,00.html>

Country breaks - http://www.superbreak.com/short_breaks/country_breaks.htm

Spa breaks - <http://www.spabusinessassociation.co.uk/>

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