



Biomimetic
Dentistry and
Smile Design

Target Audience

Group #1 - NYC's Elite

Demographics

Age Group: Likely to be adults between **30-60 years**, as they are more likely to seek advanced dental care.

Income Level: **Higher-income individuals** who can afford premium dental services.

Location: Primarily residents of New York City, specifically the Upper East Side and nearby **affluent areas**.

Gender: **Both male and female**, with a possible skew towards females as they often make healthcare decisions for families.

Interests and Lifestyle

Health-Conscious: Individuals who **value** their **health and wellness** and are proactive about dental care.

Appearance and Aesthetics: Those who are concerned about their appearance and are interested in cosmetic dental procedures.

Professionals: Working professionals who value a presentable appearance for their careers.

Tech-Savvy: Comfortable with technology, likely to use online search for healthcare information.



Search Behaviors

Research-Oriented: Likely to **research** extensively before selecting a dental provider.

Local Searches: Users searching for 'dentists in Upper East Side', 'cosmetic dentistry NYC', 'best dentist near me', etc.

High-Value Services: Interested in specific, **high-quality dental services** like biomimetic dentistry, veneers, or smile makeovers.

Dental Needs and Preferences

Cosmetic Dentistry: Interested in services that **enhance the appearance of their smile**.

Biomimetic Dentistry: Looking for **advanced**, minimally invasive **treatments** that align with natural dental health.

Quality Over Price: **Prioritizes quality** of care and expertise over cost considerations.

Long-term Dental Health: Interested in maintaining long-term dental health and prevention.

Psychological Factors

Trust and Credibility: Seeking a dentist who is seen as a **credible expert** in their field.

Personalized Care: **Values a personalized approach** and attention to detail.



Target Audience

Group #2 - Wellness-Focused Moms of NYC

Demographics

Age Group: Primarily in their **30s** and **40s**.

Location: Residing in the Upper East Side, New York City.

Marital Status: Most are married with children.

Interests and Lifestyle

Active in Social Mom Groups: Engaged in **community** and **school activities, playgroups**, and social gatherings.

Fitness and Wellness Enthusiasts: Follow **fitness influencers** like *Tracy Anderson* and *Melissa Wood Health*, indicating a **strong interest in personal health, wellness, and appearance**.

Social Media Savvy: Actively use **social media platforms** for connecting with fellow moms, sharing experiences, and finding health and wellness advice.

Family-Oriented: Prioritize their family's health and well-being, often **making healthcare decisions for the entire family**.



Search Behaviors

Community Recommendations: Likely to **seek recommendations** from their social mom groups and online communities.

Local Searches: Use terms like '**family-friendly dentist in Upper East Side**' or '**cosmetic dentistry for family**', etc.

Dental Needs and Preferences

Cosmetic and Preventive Dentistry: Interested in maintaining a **youthful and healthy appearance**, including their smile.

Convenience and Efficiency: Seek dental services that can accommodate their busy schedules with kids.

Family Dental Care: Look for practices that can cater to the dental needs of their entire family.

Psychological Factors

Social Connection and Belonging: They highly value their social networks and community involvement. Their decisions, including healthcare choices, are often **influenced by recommendations and experiences shared within their social circles**.

Self-Esteem and Self-Care: They often view **personal care**, including dental aesthetics, as a reflection of **self-love** and **self-worth**. Maintaining a good appearance is important for their self-esteem, especially in a socially active and upscale environment.

Health and Wellness Awareness: These moms are likely to be well-informed about health and wellness trends. Their choices are often guided by a desire to maintain a healthy lifestyle for themselves and their families.

Aspiration for Quality and Excellence: Given their affluent setting, they have **high standards** and aspirations for quality in all aspects of life, including dental services. They are drawn to practices that exemplify **excellence and high-quality care**.

Desire for Convenience and Efficiency: Balancing family life and social activities, they value convenience and efficiency in services. Dental practices that offer **flexible scheduling** and **efficient service** are likely to appeal to them.

Influence of Digital Media: They **are influenced by digital media**, particularly social platforms and health and wellness influencers. Their decisions are often swayed by what they see and learn from these sources.