

# THE 8 PINK KISSES DOSSIERS

## THE HAPPY (ENOUGH) MARRIED WOMAN

She's married, maybe has young kids. Her marriage is decent, but her husband doesn't send her flirty texts anymore and she wonders if he ever will.

She envies her single friends and the intriguing new people lighting up their phones, but doesn't want to be single herself. She views Pink Kisses as a harmless way to receive attention, and looks forward to that daily text, which always makes her smile.

She's started copying the texts and sending them to her husband, and he enjoys them too. The new line of communication has helped their marriage, and who knows what it might spark in the future.

## THE MIDDLE-AGED MAN

He never married, or if he did, he's now much happier divorced. He's still searching, though — he's on all the apps, and his friends set him up — he still dreams of that ideal woman. He looks forward to receiving the daily text from his Simulator Sweetie, whom he named Bridgette.

When the message comes through, at first he feels a tiny wistful tug, but then he's able to suspend reality. Receiving the texts is fun enough to let that tug slide; those messages make him feel good, and wanted.

He's not sure he wants to pay 20 bucks a year for the app, but then reminds himself it's just about the same price as a whiskey neat.

## THE EMPOWERED SINGLE WOMAN

She's had many relationships, so her standards are high. Like buying herself flowers or lingerie, or getting a facial, she views the texts as a way to pamper herself. Like, why wouldn't she?

She knows she's worthy of the greatest things in life, and for her, the texts offer digital self-care. She's most likely to name her Simulator Sweetie after the career she's manifesting, or the celebrity she's crushing on, like Tom Brady. She believes affirmations have the ability to help her manifest what she wants — and she's right; she actually ran into Tom in the West Village.

She enjoys replying to the texts, either with a teasing message when she feels like it, or with a simple, "Thanks, babe."

## THE YOUNG DATING COUPLE

They are totally into each other, in love and unencumbered by marriage or kids. They read the texts together for fun, and it makes them laugh.

They are progressive and see the messages as a positive tool to express their desires of how they want to communicate and what they want to receive from each other. Often they give their Simulator Sweetie their partner's name.

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## THE COLLEGE GIRL

One of her sorority sisters had the app and she thought it was fun. She views the app as a pure novelty item, but enjoys fantasizing when the messages come in.

She gave her Simulator Sweetie the name of her crush over at Sigma Chi, and giggles with her friends when his messages arrive.

If a guy ghosts her, she renames her sweetie "Butthead" and absolutely cracks up when his name lights up her screen.

## THE GIRL WITH THE BOYFRIEND

She has a boyfriend and she loves him and hopes for a future — although he hasn't said yet whether he feels the same.

She uses Pink Kisses to remind herself she's got lots of options. Her boyfriend knows about the app, and sometimes the texts arrive when they're on a date, and even once in bed.

Lately she's noticed he's started to step up his game. Her Simulator Sweetie has given him a slight sense of competition which works to her benefit.

## THE BROKENHEARTED GIRL

She's just gone through a breakup, and is maybe the most profoundly affected by the app. The texts replace the ones her ex used to send, but at the same time remind her he's not in her life anymore.

A friend gifted her the app, hoping to help her get over the split, but she can't decide if she loves it or hates it. Her confidence is shaken, but the texts have reminded her of what's possible.

Sometimes she gives her Simulator Sweetie a celebrity's name, like Bradley Cooper; other days, she enters her own name, as a reminder to treat herself with kindness. Sometimes she replies "STFU you liar!" to the text, and that feels good.

## THE PERSON WHO DIDN'T WANT THE APP

They are very skeptical of Pink Kisses. They view the app as something for losers, and don't want anything to do with it. When they heard about it, their knee jerk reaction was: "I don't need that."

In fact, the whole concept triggers annoyance, maybe even anger. They're quick to judge Pink Kisses as something for desperate, lonely people, or think it's some sex thing. If for some reason they do have the app — maybe a friend gifted it to them — they decide they're going to feel indifferent about it.

Forced to enter in a name for their Simulator, they can't imagine any one they'd want, so they quickly choose the name of the person who gave them Pink Kisses. At first, they barely glance at the daily text. But...the longer it's on their phone, the more they reluctantly admit it's fun, and that they might even miss it — just a little, of course — if the app was gone.