

# *the holistic enchilada*

curly hair & conscious beauty



## **MEDIA KIT**

# about me

My name is Delilah and I blog about curly hair and conscious beauty. I'm a mom, wife, and small business owner living in Central Florida.

I started this blog to help people learn how to embrace their curly hair and find affordable and effective clean products and brands. I also want people to embrace balance - which means I don't participate in fear mongering or absolutes. I encourage my readers to not sweat the small stuff and just do what they can. I tell them to keep things simple and make small changes little by little.

Part of living a more natural lifestyle is embracing my curly hair and following the curly girl method. This is a passion of mine that I love to share and help other women embrace their natural texture. Many are confused about how to properly care for curly hair so I research, test, and share what I can to help others.

I have been using natural and organic products for over 10 years. When I talk to people, their biggest hurdle to making the switch is the cost and concerns about the effectiveness of more natural products. Cost definitely has been a factor for me in the past but as more brands embrace green living more affordable options become available.

If you think we might be a good fit then please keep reading to see how we can work together.

AS SEEN IN:

GLAMOUR

curl



Genbook

MopTop®

VITAL PROTEINS®

# statistics



160k average monthly page views  
80k average monthly users  
100k average monthly sessions  
50k monthly Google sessions  
Email list: 19,000



**Pinterest:** 1.9 million average monthly views, 15k followers  
**Facebook:** 2,059 followers  
**FB Group:** 5k members  
**Instagram:** 17k followers  
**IG engagement rate:** 3%  
**YouTube:** 4.9k subscribers



97% female  
Ages: 40% 25-34, 22% 35-44, 18% 45-53  
Location: 71% U.S., 7% Canada, 5% UK

[updated November 2021]

# let's collaborate

## WHAT I DO:

- Sponsored blog posts
- YouTube videos
- Sponsored social media posts
- Affiliate marketing/brand ambassador
- Guest blog post
- Giveaways
- Guest posts

\*\*\*I require testing all products myself before sharing about them.

Feel free to reach out to me with other ideas or if you'd like to create a custom package. I review each request and a collaboration can be denied if I feel it is not a good fit for my blog.

## Brands I've Partnered With

The logo for OSEA, featuring the word "OSEA" in a teal, serif font on a white background.The logo for plume, featuring the word "plume" in a white, cursive script font on a dark navy blue background.The logo for MopTop, featuring the word "MopTop" in a black, cursive script font with a registered trademark symbol, on a white background.The logo for Follain, featuring the word "Follain" in a white, sans-serif font on a green background.The logo for DRo brite naturals, featuring the word "DRo" in a teal font above "brite" and "naturals" in a smaller teal font, all on a white background.The logo for EVOLV, featuring the word "EVOLV" in a teal, sans-serif font with a small teal square icon to the right, on a white background.The logo for PETIT VOUR, featuring the words "PETIT" and "VOUR" in a black, sans-serif font, one above the other, on a light beige background.The logo for HB, featuring the letters "HB" in a white, serif font on a pink background.





If you think we'd be a good fit, email me at [INFO@HOLISTICENCHILADA.COM](mailto:INFO@HOLISTICENCHILADA.COM)  
I can't wait to collab!

