UGC FOR WELLNESS, BEAUTY & LIFESTYLE BRANDS

# *Real recommendations that feel like a conversation with a friend.*

I create high-quality, natural UGC for wellness, beauty, fashion, and lifestyle brands reaching **women 40+**. My content feels real, trustworthy, and relatable — like a recommendation from a friend further down the road.

As a **midlife lifestyle creator** with an engaged community of women 40+, I know what matters to her, because I'm living the same season of life. I'm confident on camera and bring a warm, calm presence that shows honestly how your product fits into her real day.



Karen Viesta
MIDLIFE LIFESTYLE & UGC CREATOR
FOUNDER, WELLEGANT WOMAN

| 3M+ | 40+ | 5 |
|---|---|---|
| ORGANIC VIEWS ON TWO REELS | THE AUDIENCE I CREATE FOR | CONTENT FORMATS |

## WHY MY CONTENT WORKS

01 **Authenticity.** Content that feels real, not scripted — it builds trust with a midlife audience that values honesty and simplicity.

02 **Relatability.** I speak directly to women 40+ about everyday life — wellness routines, personal style, confidence, and what's next.

03 **Clear and engaging.** Thoughtful videos that hold attention and explain why something is worth her time.

04 **Consistency & quality.** Clean visuals, clear messaging, and a calm, elevated presence that fits modern wellness and lifestyle brands.

## CONTENT I CREATE

**Short-Form Video**
Reels, TikTok & paid ads

**Short Ad Videos**
Clear, warm and to the point

**"Why I Use This" Testimonials**
Honest, first-person recommendations

**Routines & Lifestyle**
Your product in her real day

**Talking-to-Camera & Voiceover**
Clear, confident messaging

## BEST FIT FOR

Everyday Wellness · Skincare & Beauty · Fashion & Style · Travel & Lifestyle · Home & Everyday Living

## HOW IT WORKS

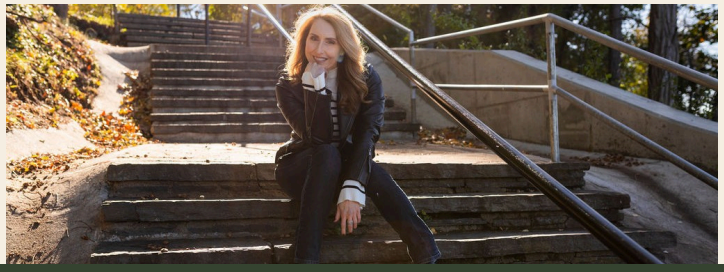
01 **You brief me.** Share your product, goals, and any must-say messages.

02 **I create.** Filmed and edited, ready to run, with revisions as agreed.

03 **You publish.** Use it on your channels and ads. Usage rights are quoted per project.

*Watch my work*
Sample videos, content styles, and details on usage rights, turnaround, and pricing.

See my UGC videos →
wellegantwoman.com/ugc





*Let's create together.*

info@wellegantwoman.com
@WELLEGANTWOMAN · WELLEGANTWOMAN.COM