Leanne Ely

Skincare • Longevity • Lifestyle Creator

Helping women over 50 rebuild their skin, confidence, and vibrancy, pro-aging, no anti-aging nonsense.

Leanne Ely is a NYT bestselling author, nutritionist for over 30 years, educator, and rapidly rising skincare content creator whose real-life skin transformation has resonated with millions of women navigating midlife skin changes.

QUICK STATS

- 220K+ Followers — TikTok
- 91K Followers — Facebook
- 27K Followers — Instagram
- Viral Content: 500K+ views
- 214.9K Product Views (7 Days)
- +196K Exposure Plus Views
- Audience: Women 45-70

Estimated Monthly Reach: 1M+ cross-platform impressions

After recovering from severe skin barrier damage and papulopustular rosacea, Leanne now educates her audience on barrier-first skincare, proper hydration, and realistic aging beauty, blending science-aware insight with lived experience. She sees skincare as a component of the wellness matrix.

Her content bridges education and conversion, helping women make smarter skincare choices while embracing natural aging with confidence, using the same methodology as her nutrition content, keeping it real, science-based, and doable.

RECENT CREATOR PERFORMANCE

- 214.9K Product Views
- Viral Skincare Video — 581K+ Views
- Follower Growth +1344%
- High Save + Share Rate Educational Content

AUDIENCE PROFILE

Primary Audience:

- Women 45-70+
- Postmenopausal and mature skincare focus
- Barrier repair + hydration
- Natural aging beauty
- High trust, education-driven purchasing behavior

WHAT MAKES MY CONTENT DIFFERENT

- Real skin history and barrier recovery journey
- Science-aware, educational storytelling
- Mature skin authority voice
- High engagement and a loyal female audience
- Live selling-ready and conversion-focused

I prioritize responsible, science-based claims and barrier-safe skincare education.

CONTACT

Email: lulucooks@gmail.com
Location: North Carolina TikTok Shop Creator
• Live Selling Available

PROVEN CONVERTING CATEGORIES

- Barrier repair skincare
- Hydration serums
- French Pharmacy products
- Vitamin A (retinol) alternatives
- Mature skin routines
- Functional wellness and longevity support

Example Top Seller: A313 Vitamin A Pomade — $536+ GMV

COLLABORATION OPPORTUNITIES

- Paid TikTok Videos
- Spark Ad Content
- Live Selling Partnerships
- 30-Day Product Testing Series
- Before & After Transformation Campaigns
- Long-Term Brand Partnerships

WHY BRANDS CHOOSE LEANNE

- Rare and trusted 60+ voice in the skincare space
- High credibility rooted in lived experience
- Strong audience trust and save/share engagement
- Educational authority with proven conversion ability
- Loyal demographic with strong purchasing power