

# KAYLA GREAVES

BEAUTY AND WELLNESS EXPERT,  
AWARD-WINNING JOURNALIST,  
SPEAKER, HOST, CONSULTANT &  
MORE

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# ABOUT

WITH WELL OVER A DECADE OF MEDIA EXPERIENCE, KAYLA A. GREAVES HAS BECOME ONE OF THE MOST SOUGHT-AFTER AND AUTHORITATIVE JOURNALISTIC VOICES IN THE BEAUTY AND WELLNESS SECTOR—IN FRONT OF THE CAMERA AND BEHIND THE SCENES.

STARTING HER CAREER AS AN EDITOR, KAYLA HAS INTERVIEWED DOZENS OF NOTABLE CELEBRITIES OVER THE YEARS, INCLUDING TRACEE ELLIS ROSS, PHARRELL, NAOMI CAMPBELL, HALLE BERRY, DIONNE WARWICK, DOLLY PARTON, AND CHAKA KHAN, JUST TO NAME A FEW.

PREVIOUSLY HOLDING THE TITLE OF EXECUTIVE BEAUTY EDITOR AT *INSTYLE*—AND WITH BYLINES AT PRESTIGIOUS PUBLICATIONS LIKE *VOGUE*, *ELLE*, AND *ALLURE*—KAYLA’S EXPERTISE, COUPLED WITH HER GIFT FOR SPARKING FUN AND CAPTIVATING CONVERSATIONS, HAS LAUNCHED THE NEXT PHASE OF HER CAREER AS A TRUE MULTI-HYPHENATED STORYTELLER, ON-CAMERA TALENT, AND BEAUTY AUTHORITY.

KAYLA CAN BE SEEN AS AN EXPERT COMMENTATOR ON *HBO’S THE BEAUTY OF BLACKNESS* AND *NETFLIX’S THE BLACK BEAUTY EFFECT*, WHILE HER ON-CAMERA CHARM HAS LANDED HER BRAND PARTNERSHIPS WITH MAJOR COMPANIES LIKE *SHEAMOISTURE*, *T.J.MAXX*, AND *ULTA*.



# TV & FILM



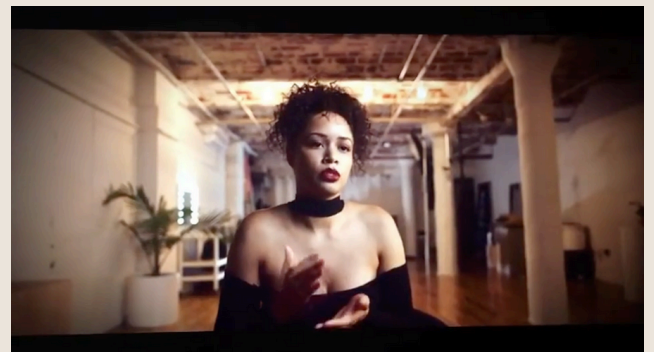
THE TODAY SHOW



NETFLIX'S THE BLACK BEAUTY EFFECT



CBC NEWS



HBO'S THE BEAUTY OF BLACKNESS

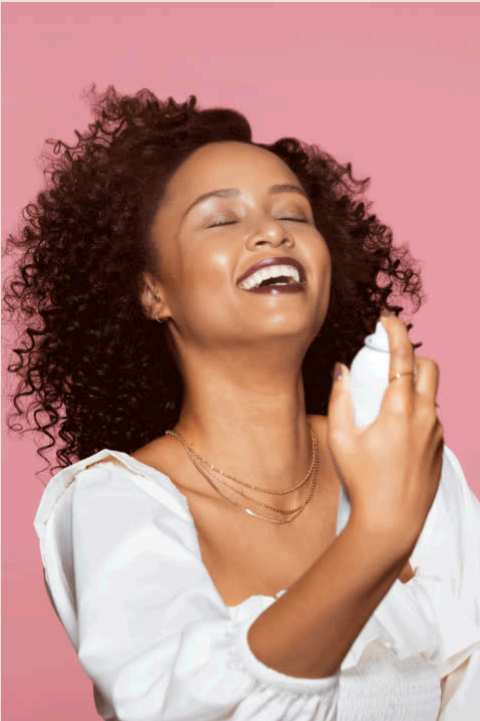


CBS KCTV5

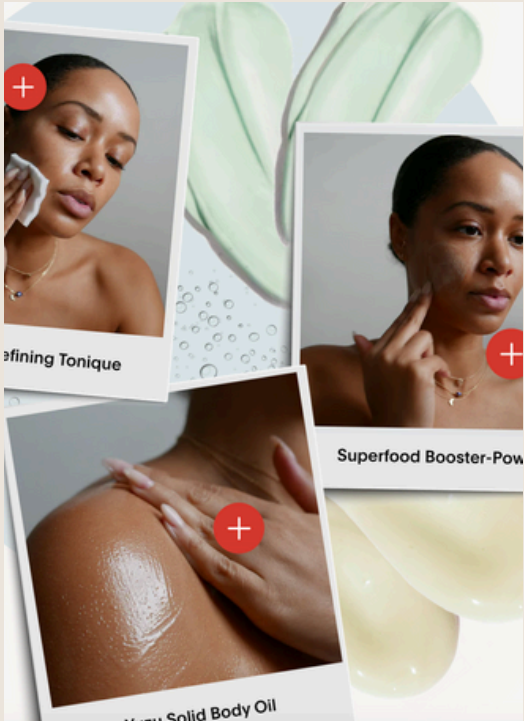


SCRIPPS NEWS

# PARTNERSHIPS



ULTA BEAUTY



EMINENCE SKINCARE



SHEAMOISTURE



T.J.MAXX

# DEMOGRAPHICS



@KAYLAAGREAVES

14.4K FOLLOWERS



ENGAGEMENT RATE: 4.2%

## GENDER

77.6% WOMEN  
22.3% MEN

## TOP COUNTRIES

UNITED STATES: 64.6%  
CANADA: 13%  
UNITED KINGDOM: 3.3%  
INDIA: 2.6%  
JAMAICA: 1.6%

## AGE RANGE

18-24: 7.4%  
25-34: 40.7%  
35-44: 33.5%  
45-54: 11.9%  
55-64: 3.5%

## TOP CITIES

NEW YORK: 17.9%  
TORONTO, CANADA: 5.4%  
LOS ANGELES: 4.2%  
LONDON, UK: 1.6%  
KINGSTON, JAMAICA: 1.1%

# UPCOMING PROJECTS

## MORE PLEASURE

*A NEW PODCAST SERIES EXPLORING PLEASURE FROM A HOLISTIC LENS.*

More  
Pleasure



with  
Kayla Greaves

# CONTACT

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