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sustainablekay.com

## Kayla Bouma, MS

BLOGGER.NUTRITIONIST.CREATOR

Hi there, I'm Kayla! I am super passionate about holistic health and sustainable living. I live in Milwaukee with my boyfriend, two dogs, and two cats. I've had my Instagram account since 2018 where I post all about eco-friendly lifestyle tips, healthy recipes, and non-toxic product swaps. My website and blog are currently under construction, but that will soon also serve as a hub for all things health and sustainability. I enjoy creating meaningful relationships with brands through content creation of our shared passions.



5K

FOLLOWERS

Also active on

- Facebook
- TikTok

## AUDIENCE & KEY STATS

21-40 AGE RANGE

75% USA

75% FEMALE

5.5%

ENGAGEMENT RATE

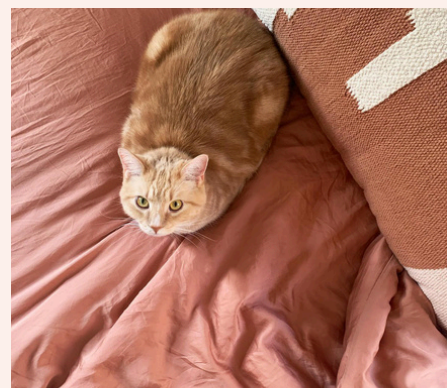
30k+

MONTHLY IMPRESSIONS

500+

SITE VISITORS





## SERVICES

### SOCIAL COLLABORATION

Static photo, carousel, story posts, or video content with review or demo. Can be cross-posted to Instagram, Facebook, and TikTok.

### BLOGS AND GUEST BLOGS

Full blog post reviewing a product, service, or company, with photos.

### USER GENERATED CONTENT

Want to purchase the content I've made for you to use on your website? Interested in whitelisting? Ask me how this works!

### CUSTOM CONTENT BUNDLE

Want a little bit of everything? Or have another idea? Let's chat!

contact  
me  
for  
rates!

## BRANDS I'VE WORKED WITH:

 **EarthHero**

 **TUSHY**



KOOSHOO

**AIRDoctor**<sup>®</sup>  
BY IDEAL LIVING

**Prismatic  
Plants**

**ACTIVIST**  
SKINCARE

vibrant

**HiBAR**

*Sweet  
Loren's*



## FEATURED IN:



**milwaukee  
journal sentinel**  
PART OF THE USA TODAY NETWORK

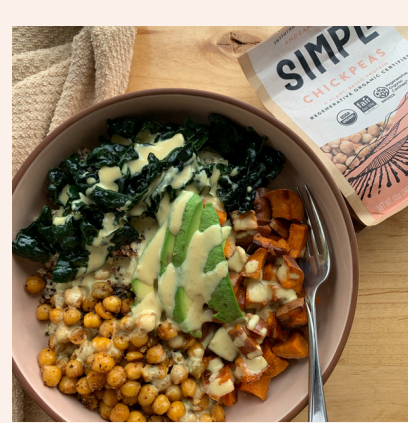
# WHAT BRANDS HAVE TO SAY



*"Kayla is a wonderful influencer to work with - she's professional, sweet, and genuine. Her shared values and dedication for sustainability set her apart from others. Kayla has an eye for detail and always goes the extra mile to ensure that her content is of the highest quality." - Keika*

*We loved working with Kayla! From start to finish, she was super reliable, communicative, and easy to work with, and we really enjoyed sharing her creative work with our community! - Simpli*





## WHO I WORK WITH

With being in a specific niche, I only work with brands that meet my standards for quality and sustainability. Transparency is key! Some examples of things I value in a brand are:

- Sustainable and Eco-Friendly Features
- Organic Ingredients
- Locally Made, Hand Made
- Fair Trade
- Non-Toxic Ingredients
- Cruelty Free Certifications
- Transparency of Sustainability Reports
- Plastic Free/Low Waste Products and Packaging
- Third Party Quality Certifications

## WHAT TO EXPECT

When working with me, you can expect high quality, thoughtful content that you will be happy to share with your community! You can also expect an honest review. Many of the brands I've worked with and featured on my platform are brands I have grown to love and support. I do giveaways, sponsored posts, affiliate programs and much more. If you would like me to be a part of your creative ideas for your business, I also do UGC and guest blogging!

## WHAT NOT TO EXPECT

Being a promoter of conscious consumerism, I am selective when it comes to who I work with. I personally avoid working with brands that are green washing, health washing, etc., and I typically research a company/product before agreeing to a collaboration, so the more info you can give me on what you're about, the better! I also do not accept a product exchange or compensation for posting positive reviews. All reviews are my own.

Are you ready to get started?

Shoot me an email at [sustainable.kayla@gmail.com](mailto:sustainable.kayla@gmail.com).

Looking forward to working with you (:

*Kayla*