



FOR WELLNESS, BEAUTY AND FASHION BRANDS

Your direct line to women 50+, wherever she shops.

Live shopping, creator campaigns and affiliate sales that turn her questions into purchases at Amazon, Target, Walmart, Sam's Club and online.



You don't need more reach. You need her.

Women over 50 make the list and do the shopping, and they're tired of being marketed to like they're 25. Most creators talk past her. Bunny Ruffle Tail talks to her: what to buy, why it's worth it, and where to buy it.

\$2M to \$8M

Grew a healthy living media division as Group Publisher

25+ years

Leading consumer media, marketing and sales teams

Top 50

Women Leaders honoree

APPROVED CREATOR

Amazon Influencer · Walmart Creator · Sam's Club Creator · Live shopping host on YouTube

WHAT I FEATURE

Wellness & supplements

Menopause, healthy aging and supplement stories, built on approved claims and clear disclosures.

Beauty & fragrance

Routines and scent stories that tell her why it's worth buying.

Fashion & gifts

Outfits and thoughtful finds styled for real occasions.

HOW IT WORKS

1. Send your product.

Tell me what she should know about it.

2. Get your plan in 24 hours.

Posts, live segment and timing, all laid out.

3. She sees it, asks, and buys.

With a direct link to your listing.



THE HOLIDAY FEATURE

Your product in her holiday gift guide.

3 styled posts across Instagram, Threads and Pinterest

1 live YouTube feature where she sees it and asks questions

1 direct link in my Amazon, Walmart or Sam's Club storefront

Live before Black Friday, November 27, 2026. One flat fee. Request your quote.

YEAR ROUND

Live shopping features

A dedicated segment on YouTube. Real questions, real answers, and a clear place to buy.

Product page videos

One minute videos for your Amazon, Walmart and Sam's Club product pages, right where shoppers decide.

Wellness campaigns

Menopause, healthy aging and supplement content that clears legal review.

WHERE I'VE BUILT BRANDS AND REVENUE

The Vitamin Shoppe

GNC

Active Interest Media

New Hope Network

SAPinsider

Retail AI Council

Custom magazines for The Vitamin Shoppe and GNC. Publisher of Best of Supplements and Best of Natural Beauty.

MEET JOANNA

Former Group Publisher and CMO with 25+ years in consumer media. I've spent my career learning what makes a shopper say yes. Now I bring that publisher's eye to the woman over 50, and to the brands she buys.

AFTER IT GOES LIVE

You get a recap with every post link, the live replay, and the results from each piece, so you can show your team exactly what ran.

Holiday spots are limited.

Tell me your product, and I'll send a plan within 24 hours.

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