

# THE GLOW GIRL<sup>\*</sup>

*by Melissa Meyers*

## BRAND TESTIMONIALS

“If you've been reading our beauty content for a while now on Who What Wear, you're likely already familiar with one of our favorite lifestyle, beauty, and fashion bloggers, Melissa Meyers (also known as The Glow Girl). Not only is Meyers practically a savant when it comes to navigating clean, nontoxic beauty, but she also loves to routinely share her best tips and tricks when it comes to aging. Refreshingly, Meyers is all about embracing the aging process and empowering women to be the best version of themselves—whether that's taking the leap and experimenting with clean beauty products, embracing self-tanners (instead of the sun), or just knowing the best and most effective makeup hacks.”

- **Who What Wear**

"Melissa is an absolute pleasure to work with. Not only does she create authentic, engaging content, but she is thorough with every last detail. We have worked on campaigns with her that continue to bring in revenue and spread the word about Hush & Hush. Every blog and Instagram post she does, creates ROI for us."

- **Hush & Hush**

"We have worked with Melissa (The Glow Girl) on several COOLA Influencer Campaigns now. Her content is always on brand and is delivered in a timely manner for our team to work with. We highly recommend working with Melissa as she is able to do everything from an IG Post to an IGTV to a testimonial depending on what you are looking for."

- **COOLA**

"While we have only worked with Melissa for a short time, we see tremendous results from the campaigns we have collaborated on. Much of this has to do with Melissa's approach in putting together very thoughtful cross-channel partner plans and following it up with creative and content that clearly and effectively communicates who we are as a brand and the products that we are creating. Be prepared to take Melissa deep into your brand, she wants to know all the details and then some. This is what makes her so incredible as a partner; she will not stop until she really "gets it". It is likely for this reason that she has developed such a strong and loyal community of Glow Girls. Melissa is an amazing and beautiful person who truly glows from the inside out!"

- **Stacey Webb, former Head of Brand at eighteenb**

"Working with Melissa Meyers has been an amazing experience. She took the time to get to know my brand (Elizabeth Reid) and the special qualities that make my socks stand out in the marketplace.

Her narrative and extensive photographic presentation of my product in her popular newsletter, The Glow Girl, garnered immediate results in heightened brand awareness and increased sales. Melissa's thoughtful and creative approach to marketing and promotion have made The Glow Girl one of the most highly regarded and effective newsletters of its kind by fashion and beauty enthusiasts and professionals of which I am one."

- **Elizabeth Reid, Founder and CEO of Elizabeth Reid**