

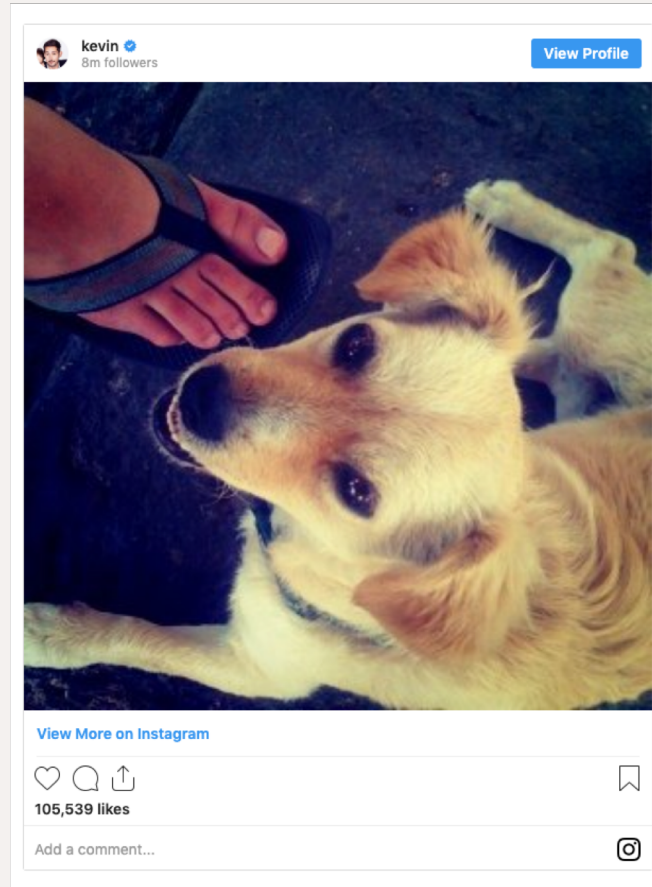
Who is the Real Influencer...

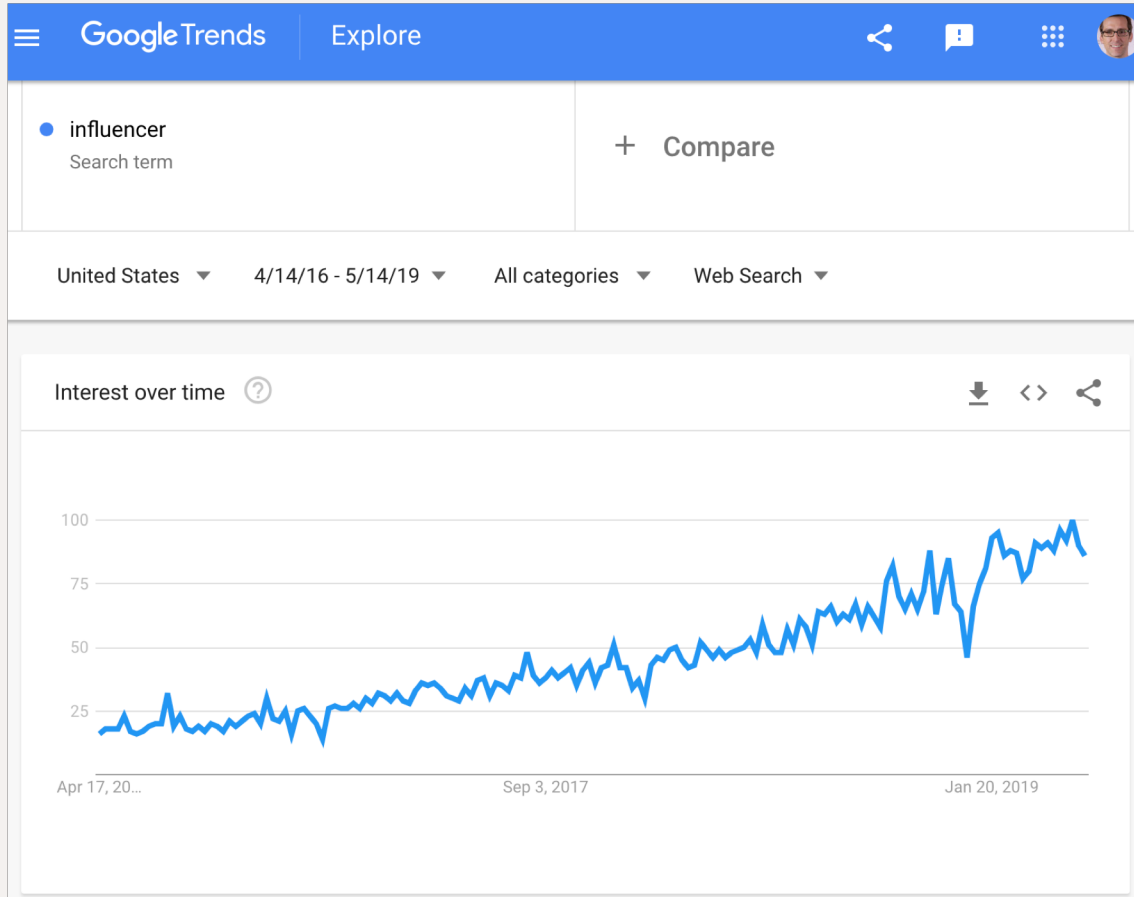
Tom Seery
CEO/Founder

realself.

modern beauty, confident decisions.











Popular



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Magazine



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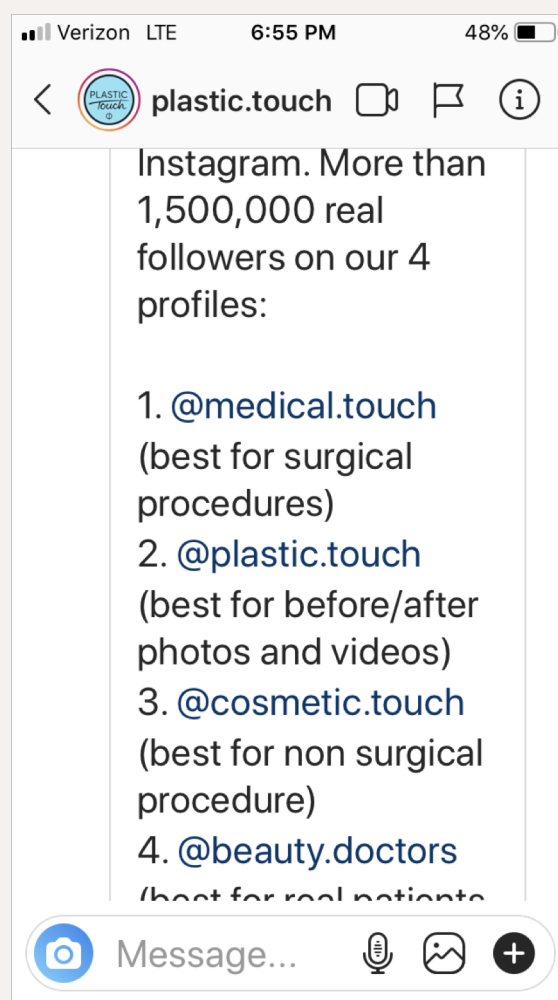
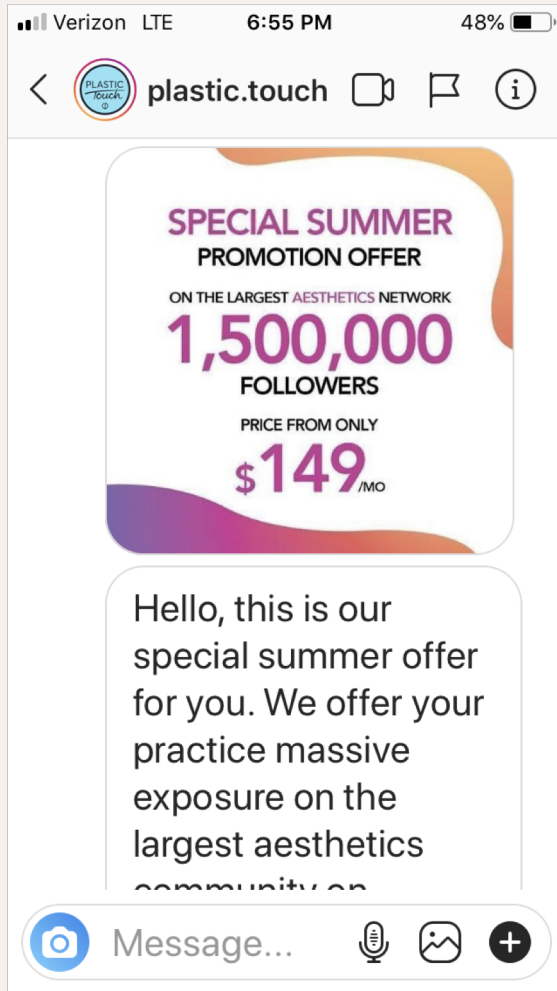
TECHNOLOGY

The Instagram Aesthetic Is Over

The look made famous by the platform just doesn't resonate anymore.

TAYLOR LORENZ APR 23, 2019

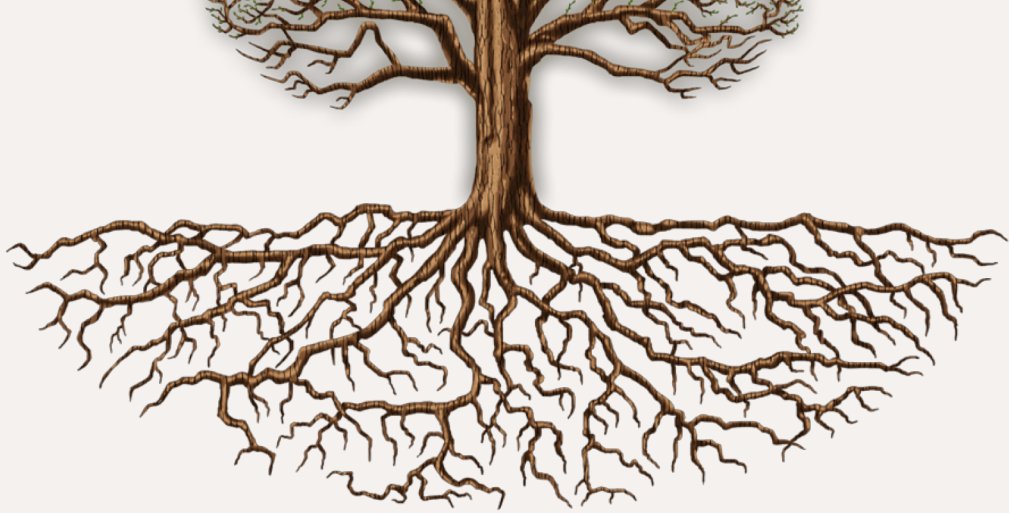






@realslf_tom

realslf.



1 in 3

trust before & after images
posted by doctors

MODERN
BEAUTY
CONFIDENT
DECISIONS

Authentic conversations

are key to driving industry growth

Show what's attainable and real



300% above avg for impressions

350% for clicks

50% for click rate

Aerie

2018 Sales UP 23%



Victoria's Secret

2018 Sales DOWN 2%



Find influencers who talk authentically about aesthetics



@realself_tom



Hello There!! Would LOVE to attend the skinny confidential event tomorrow night in Austin. Hoping there are spots left!! 😊



Skinny confidential x realself at SXSW 🥰🥰🥰🥰💕



So interested in being there for the event with Lauryn! Do you have to have a SXSW badge for the event??



PLEASE put me on the guest list for @theskinnyconfidential ❤️❤️



Hi! Can I be added to the guest list to see Lauryn Evarts Bosstick speak on Saturday?! She is amazing and I'm dying to see what you guys have to talk about!



Omg omg. Pretty please add me to the guest list for the Skinny Confidentials happy hour!! Dying to go!!



Hi!!! I'm a skinny confidential fan and I'd love to get on the guest list to hear lauryn speak! Is there a line we are able to wait in to get in?



OMG. I would love to meet Lauryn Evarts! Do you have a guest list for Sunday??



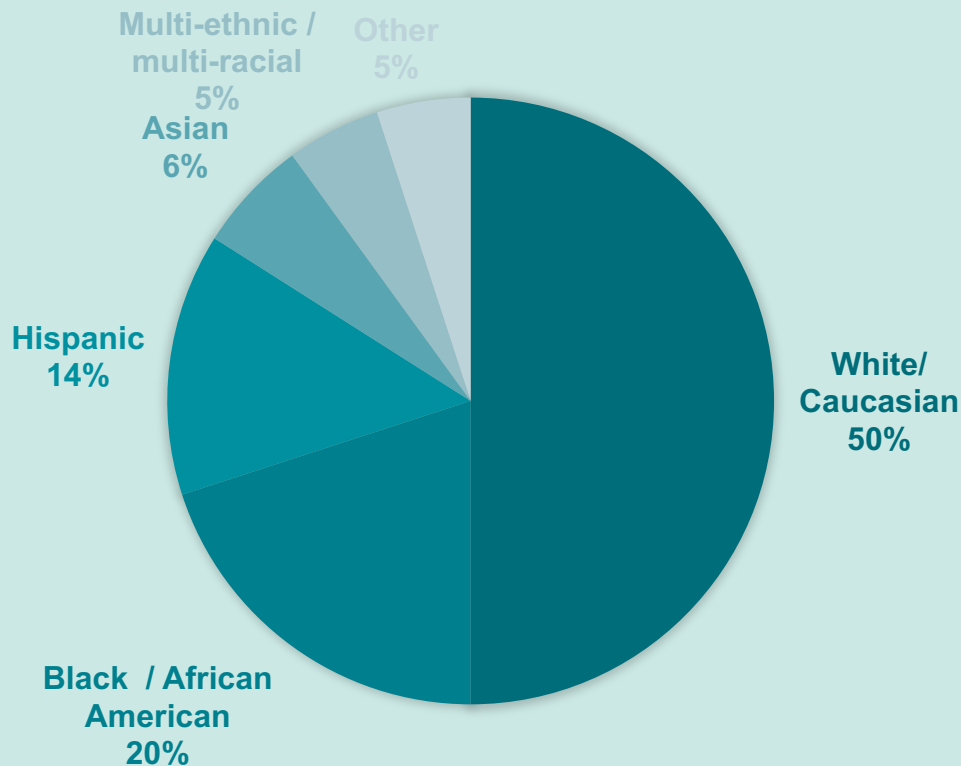
Hello!! I would love to see The Skinny Confidential speak!!!



OH MY GOD!!!!

This is the best day of my life I am so excited thank you SO SO MUCH!

But go beyond the skinny white influencer



Partner with those hosting conversations about aesthetics

**RealSelf and American Society for Aesthetic
Plastic Surgery (The Aesthetic Society)
Announce Plans to Launch Educational Initiative
on Breast Implant and Brazilian Butt Lift Safety**

Keep it real!

Being famous
on Social media
is like being
rich in monopoly.
It's not real,
so calm down.

university@realself.com