



PRESS/MEDIA KIT 2017

FOR INQUIRIES ON PARTNERSHIPS, SPONSORSHIPS AND FEATURES
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The background of the entire image is a rustic wooden surface with horizontal planks. Three oranges with green leaves are scattered across the surface: one on the left, one in the bottom right, and a partial one on the far left. The text is centered over the image.

**a JOLT of
MOTIVATION
for your
SEXY
HEALTHY
and
BEAUTIFUL
LIFE**

MEET

JOVANKA

Jovanka Ciales is a former entertainment executive turned Wellness expert, herbalist, celebrity coach & author. She is the creator of the Wellness Smackdown™, a proprietary detox and weight loss program for natural weight loss featured on the first season of ABC's "My Diet Is Better Than Yours".

Jovanka studied nutrition with best-selling author Dr. T. Colin Campbell at Cornell University. She offers lectures, workshops and coaching in both English and Spanish.

She has spent over 10 years studying and experimenting with alternative therapies, nutrition, herbalism and more. Jovanka has personally experienced the healing power of a holistic lifestyle and proper nutrition.

Jovanka is a featured expert at Whole Foods, Veria Living, Fox News LA, NPR and CBS Radio. She's also a regular contributor in Spanish-language media outlets like Telemundo and a contributing expert at The Huffington Post, MindBodyGreen, & Mercola. Jovanka gave her first TEDx talk on "Rethinking Failure" in November 2013.



#WellnessSmackdown

WEEKLY **VIDEOS**

HOLISTIC
PLANT-BASED
VLOGS
REVIEWS
YOGA

DETOX/CLEANSSES

NUTRITION
VEGAN RECIPES
INSPIRATION



**HOME
REMEDIES**

HERBALISM
EASTERN MEDICINE

#JoltOfWellness



MISSION & ETHICS

Jovanka's passion is to inspire a healthier relationship with food, practice self-care and help people find a lifestyle that extends their longevity, vitality and strength.

With a focus on an anti-inflammatory, plant-based diet, she believes that everyone can create a healthier, more conscious way of life & embrace ideas that inspire action & positive change.

Jovanka features people and companies in the areas of fashion, beauty, travel, family, animals, home, food, drinks, fitness and personal care that share her passion for most (if not all) of the following standards



Vegetarian/Vegan Fair-Trade Sugar-Free
Cruelty-Free Soy-Free Low Sodium
Organic Non-Toxic Unprocessed
Gluten-Free Eco-Friendly Non-GMO



TRAFFIC STATS

JOVANKACIARES.COM RAVING FANS

AVERAGE
PAGE VIEWS
PER MONTH

45,560

AUDIENCE
60% FEMALE


25-34 y/o

YOUTUBE/FACEBOOK

30-45 y/o
WEBSITE

INTERESTS

Nutrition Advice
Alternative Treatments
Home Remedies, Recipes
Weight Loss Management
Product Reviews
Cleanses/Detox
Natural Beauty



MORE THAN
52K
FACEBOOK

10K
YOUTUBE

10K
INSTAGRAM

RAVING FANS &
GROWING EVERY DAY!





NEW YORK POST

People



Daily **Mail**.com

YAHOO!
HEALTH



Blendtec®

Google

VeganCuts

BANYAN
BOTANICALS
AYURVEDIC HERBS

FEATURED
IN



TED^x

x = independently organized TED event



THE
HUFFINGTON
POST



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