

Alli Canterbury

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Beauty · Skincare · Fashion — TikTok Shop Star Creator



Beauty and skincare for women who know what they like.

22.5 million views in the last twelve months. My audience is **89% women**, three quarters of them **35 and over**, and **98% in the United States**. They come to me for an honest opinion on what is actually worth buying — and they follow Sephora, CeraVe and Olay for the same reason.

42.7M BEST VIDEO	22.5M VIEWS / 12 MONTHS	74.5% AGED 35+	89% FEMALE VIEWERS	97.8% UNITED STATES
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TOP-PERFORMING VIDEOS

BRAND	THE VIDEO	VIEWS
FeelinGirl	“I’ll die on this hill — no one looks perfect without shapewear”	42.7M
Clinique	“This duo has been my favourite since the second I opened it” — Black Honey	2.7M
Stila	“They have a set for every eye colour!”	1.6M
Anastasia Beverly Hills	“I see why this product flew off the shelves” — Cool Contour	1.3M
TIRTIR	Foundation review · glass-skin routine (two videos)	1.2M ea.
Maybelline	“The shade we’ve been waiting for” — Black Honey · paid partner	578K

Hooks and framing are mine. Brands get a creator who knows what makes people stop scrolling.

WHY BRANDS COME BACK

I convert, not just reach. TikTok Shop Star Creator — my audience buys in-app, and my content is built to sell rather than to be admired. **I am trusted with launches.** Clinique, Maybelline, Anastasia Beverly Hills, CeraVe and Haus Labs have all put products in my hands. **I am consistent.** 22.5 million views in twelve months, through a pregnancy and a newborn — this is a business, not a hobby. **One fee, three platforms.** Every video is reposted to **Instagram (23.7K)** and **Facebook** as standard — no extra charge, no separate negotiation.

WORKED WITH

Clinique	Maybelline	Anastasia Beverly Hills	CeraVe	Stila	TIRTIR	Haus Labs	TULA	Cakes Body	Cider	Divi
Glamnetic	Skintific	Momcozy	Bio Ionic	Kind Science						

WAYS TO WORK TOGETHER

TikTok Shop video — includes 30-day ad code	Quote on request
Commission on sales	Agreed per campaign
Non-Shop & usage-rights video	Quote on request
Multi-video & retainer packages	On request

WHO'S WATCHING

35–44	29.6%	
45–54	26.5%	
55+	18.4%	
25–34	18.3%	
18–24	7.2%	

They also follow:

Sephora	CeraVe	Olay	hers
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AMBASSADOR RETAINERS

Ongoing monthly content at a preferential rate, with first refusal in your category. Brands that book a series see the compounding effect a single video never delivers — my best-performing posts are the third and fourth in a run, not the first. **Ask me for a package.**