

PR MEDIA KIT · 2027

Luchi Ajoku

Gut Health with Luchi

Certified Gut Health Coach | Wellness Content Creator

Making gut health and everyday wellness approachable through practical education, realistic wellness routines, and healthy lifestyle choices.

ABOUT ME

I'm a certified gut health coach and wellness content creator. I teach women how to care for their gut through simple, sustainable habits, and I share it the way I live it: in my kitchen, in the grocery aisle, and in honest conversations.

My content pairs practical education with real-life storytelling, so wellness feels doable on an ordinary day. I'm also the founder of HikeHER, a women's hiking community I've led since 2024.

MY AUDIENCE

Instagram, Nov 12, 2026

Women interested in gut health, healthy habits, nutrition, self-care, and intentional living.

4,406 Instagram followers	**7.2%** Engagement by views
7,938 Views, last 30 days	**91% women** 63% aged 35 to 54

Top countries: US, Nigeria, Brazil, UK, Canada
Top cities: Lagos, New York, Dallas, London

MY CONTENT

01
Wellness Routines & Healthy Habits
Homemade wellness recipes, juices, ginger-lemon and turmeric cubes, and self-care routines that last.

02
Shop With a Gut Health Coach
Grocery trips, food-label education, healthy food finds, product comparisons, and demonstrations.

03
Lifestyle Content
Everyday life as a wellness creator: healthy-aging routines, movement, home cooking, and honest behind-the-scenes moments.

SELECTED WORK

- **Wellness education** — Reading fermented food labels
- **Product / shopping** — Grocery shopping with me
- **Wellness routine** — My wellness prep day

PR & COLLABORATION INTERESTS

- No-obligation product seeding
- PR mailers & new products
- Brand launches & events
- Hosted wellness experiences
- Paid creator partnerships

Gifted products are welcome with no obligation to post, and a gift is not a guarantee of a review or endorsement. Content production, posting commitments, and usage rights are arranged as a separate paid partnership.

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It takes guts to heal your gut.