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EXCLUSIVE CASTING

Carol Novaes

@carolnovaes · lawyer and communicator

Law, beauty and women's freedom.

law for women, beauty, wellness and lifestyle · media kit 2026





01 · WHO

A lawyer who talks *with women, not at them.*

Carol is a lawyer and communicator. On Instagram she brings together law, beauty and women's freedom in content about empowerment and real life.

She speaks to an almost entirely female community, with Reels on women's rights, beauty and wellness. She is also a speaker.

law for women · beauty · wellness · fitness · lifestyle · talks

354.7K
Instagram · @carolnovaes
followers on Nov 3, 2026

3.9K
TikTok · @novaes.carol
followers on Nov 3, 2026

30 days on Instagram

Instagram @carolnovaes
Sep 15 to Oct 14, 2026

1.07 M
views

228K
accounts that viewed the content

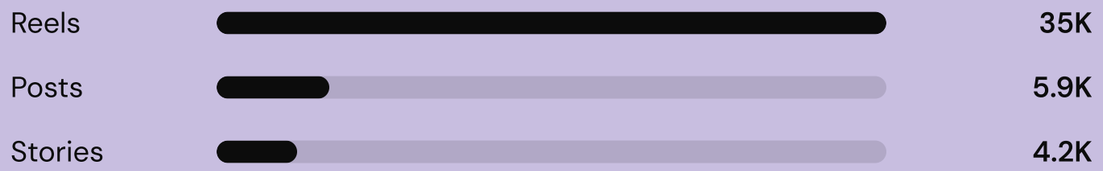
45.4K
interactions

18K
profile visits

VIEWS BY FORMAT



INTERACTIONS BY FORMAT



Who follows Carol

90%

of the audience is female, according to the creator

31.2%

of views come from people who don't follow Carol yet

Reels

account for 35K of the 45.4K interactions in the period

Law

women's rights, the topic she enjoys most

Beauty and wellness

routine, self-care and training, in the same voice

SOURCE: INSTAGRAM INSIGHTS (SEP 15 TO OCT 14, 2026) AND THE CREATOR'S ONBOARDING (NOV 2, 2026)

04 · BRANDS

Beauty, consumer and home brands.

Skol · LG · L'Oréal · Sebastian Professional · Moving · Caedu · Bombril

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Beyond content: talks and event appearances.



LET'S TALK

Want Carol in your campaign?

contato@vogahaus.com

vogahaus.com.br

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