

MEDIA KIT 2026

For all enquiries contact
anna@stradamedia.com.au

GP · COSMETIC DOCTOR · MUM · CONTENT CREATOR

DR.PRASANTHI

"Dr P"

SYDNEY, NSW · AUSTRALIA
AVAILABLE NATIONALLY FOR EVENTS

INSTAGRAM: @DRPRASANTHIPURU
TIKTOK: @DR.PRASANTHI

*Refreshed,
never **overdone**.*



Dr Prasanthi Purusothaman — known to her community as Dr Prasanthi or Dr P — is a Sydney-based General Practitioner, Cosmetic Doctor and content creator whose approach to aesthetics is as considered as it is human. With a background spanning general medicine, women's health and dermatology, she brings genuine clinical depth to every conversation she has online.

Her philosophy: skin should look healthy, rested, and entirely your own. Natural results, evidence-based ingredients, and a practitioner's eye for what actually works.

Alongside her clinical work, Dr P has built an engaged online community drawn to her warm, educational voice and her ability to make complex skincare genuinely accessible. She is also co-founder of L'Orient — a body care line that bridges clinical actives with an Eastern ethos, born from her belief that skincare was never meant to stop at your jawline.

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- MBBS — WESTERN SYDNEY UNIVERSITY
 - FRACGP — FELLOW, ROYAL AUSTRALIAN COLLEGE OF GENERAL PRACTITIONERS
 - FACAM (IN PROGRESS) — AUSTRALASIAN COLLEGE OF AESTHETIC MEDICINE
 - BACKGROUND IN WOMEN'S HEALTH & DERMATOLOGY
 - CO-FOUNDER — L'ORIENT SKINCARE

REACH AND PLATFORMS

TIKTOK – @DR.PRASANTHI

79.3K

FOLLOWERS

3.82% 1.2 MIL

ENGAGEMENT VIEWS (MAY 14- JUNE 10 2026)

8.5K 3.1K

LIKES (MAY 14- JUNE 10 2026) AVG LIKES/VID

INSTAGRAM – @DRPRASANTHIPURU

4.8K

FOLLOWERS

2.08% 71.1K

ENGAGEMENT VIEWS (MAY 13- JUNE 11 2026)

3.3K 79.4%

AVG REEL PLAYS NON-FOLLOWER VIEWS

AUDIENCE PROFILE

65.2%

FEMALE AUDIENCE

69.7%

AGED 25-44

91.9%

AUSTRALIA BASED



CONTENT PILLARS

01. **SKIN EDUCATION**

Breaking down ingredients, routines and treatments with clinical accuracy — making dermatology genuinely accessible.

EXAMPLE VIDEO

02. **AESTHETIC MEDICINE**

An honest, demystifying lens on cosmetic procedures — what they involve, who they're for, and how to approach them safely.

EXAMPLE VIDEO

03. **WOMEN'S WELLNESS**

Skin through hormones, fertility, pregnancy and lifestyle — drawing on her background in GP and women's health.

EXAMPLE VIDEO

04. **BRAND PARTNERSHIPS**

Selective, considered collabs with brands whose values align with clinical credibility, natural results and genuine quality.

EXAMPLE VIDEO

05. **BEHIND THE CLINIC**

A window into cosmetic medicine — treatments, consultations and the human, unfiltered side of practice.

EXAMPLE VIDEO

06. **EVENTS & HOSTING**

A polished, warm presence for brand events, launches and panels — at ease with press, media and live audiences.

EXAMPLE POST

COLLABORATION OPPORTUNITIES

- PAID SOCIAL CONTENT
- EVENT HOSTING & APPEARANCES
- BRAND AMBASSADORSHIP
- MEDIA & PRESS
- UGC CREATION
- EDUCATIONAL SERIES

PARTNERSHIP STANDARDS

SCRIPT INTEGRITY

Dr P will generally write her own scripts, but scripts must be agreed on prior to filming.

FLEXIBLE DEADLINES

Dr P always values quality over urgency, deadlines and timelines are to be agreed on in advance.

AHPRA COMPLIANCE

All content is reviewed against AHPRA advertising guidelines. Non-negotiable.

AUTHENTIC ALIGNMENT

Partnerships are selective. Dr P works only with brands she genuinely endorses.

AUTHENTICITY OVER PRODUCTION

Dr P's content standards can be found on her social media pages. Her content is real and true to her, perfection is not authentic

ALL VIA MANAGEMENT

All enquiries, rates and negotiations go through talent management only.

LET'S BUILD SOMETHING
BEAUTIFUL TOGETHER.

TALENT MANAGEMENT

REPRESENTED BY:

STRADA
MEDIA

Anna Yastrebov

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0447159707

SOCIAL CHANNELS:

Instagram: @drprasanthipuru

Tiktok: @dr.prasanthi

LOCATION:

Sydney, NSW Australia

Available nationally

for events & appearances

FOR GIFTING, PLEASE CONTACT ANNA BEFORE SENDING