



# SEAGRAPE APOTHECARY



MEDIA KIT

# WHO WE ARE

SEAGRAPE IS ON A MISSION TO TURN SELF-CARE INTO A LOVE AFFAIR!™

Seagrape is a global community of babes with a mission to help transform self-care into a love affair. Through education, handmade tools, and a network of resources we cultivate a sacred space for you to experience your pleasure, personal power, and magic.

We want to help you discover (or rediscover) the incredible potential you hold within yourself—and we want to do it by helping you get in touch with your senses, your spirit, your magic, and your pleasure.

Our amazing line of house-made body care tools are meant to be cherished, used often, and loved over many years of personal growth. They are symbols of love for yourself and the commitment you are making to caring for your body and soul with everyday approachable rituals.

When was the last time you made an effort to make each moment as pleasurable as possible?



Stop what  
you're doing,  
and ask-  
"How can I  
make this  
moment more  
pleasurable?"

At Seagrape, we believe that magic is all around us, and you can find it anytime you want. That's why we create our products with intention and ritual! It's all part of our mission to help you find magic in your every day self-care, pleasure, and body care routines, so you can feel your most authentic and powerful every day!

We want our products to amplify the magic within you, while also giving you that perfect moment of self-care. You do so much for others, and you deserve to feel juicy in your own life. babe!



# OUR FOUNDER

SEAGRAPE IS ON A MISSION TO TURN SELF-CARE INTO A LOVE AFFAIR!

My name is Maria Vashakidze and I am the founder of Seagrape Apothecary, a magical shop and community space with a flagship store in Portland, OR.

Just a short while ago I couldn't even remember what stirred desire in my belly so I set out to find the juicy parts of life I was missing. The disconnect from my own pleasure caused a ripple effect throughout my life that affected my art practice, relationships, creative spark, and genuine rest. Seagrape pulled me from this stagnant place and infused my life and practice with simple pleasures, luscious experiences, and most importantly the space I needed to grow.

Bringing attention and intention back to pleasure has opened space for me to feel expansive, joyful, and creative again. My goal in creating Seagrape is to foster a similar experience for the community; create a space that stokes one's inner fire, helps you find and stand in your personal power and magic.



Stop what you're doing, and ask-  
"How can I make this moment more pleasurable?"

Maria Vashakidze (they/she), a Portland resident raised in NYC, is a queer white, Russian Jewish / Georgian immigrant working on connecting to her ancestry while tending the unceded territory of the Chinook, and Multnomah peoples temporarily. They are an artist, creative, and owner of Seagrape Apothecary, a brand with a mission to Turn Self-care into a Love Affair!



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# SEAGRAPE PARTNERSHIPS

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## FACT SHEET

- Established in 2009
- Handmade in-house product line with a focus on pleasure and aphrodisiacs
- All products made with botanicals and essential oils, great for sensitive folks
- Flagship store located in Portland, OR
- Founder's background in art (BFA in painting) and Sex Education, which informs the esthetics, values, and core message of the brand
- The brand works with hundreds of small businesses across the country
- Unconventional approach to running a successful small business with a focus on pleasure, magic, and values!

## SERVICES OFFERED

- Copywriting and co-writing articles, blog posts, and media on the subjects of self-care, pleasure, small business, and magic.
- Guest speak on podcasts and panels on the subjects of self-care, pleasure, small business, and magic.
- Personalized shopping, suggestions and coaching on starting magical, pleasure, and self-care practices.
- Personalized suggestions and coaching on starting a small business.
- Brand partnerships, reviews, and features.

## METRICS & ANALYTICS

- Instagram: 28k Followers
- Facebook: 4.7k Fans
- TikTok: 43k Followers
- Newsletter: 9k Subscribers
- Newsletter Opens: 60% Average
- Monthly Page views: 11k Average
- Returning Customer Rate: 22%

# SEAGRAPE APOTHECARY

*Turn self-care into a love affair!™*

Seagrape has been spearheading turning self-care into a love affair since 2009! Founder, Maria Vashakidze formulates and creates handmade tools to help nurture daily pleasures right in their Portland flagship store. A place for witches, empaths, queers, and bath lovers, Seagrape offers cheeky potions, luxurious body care, and so much more to a global community of babes.



**28K**

INSTAGRAM  
FOLLOWERS

**93%**

WOMEN/  
NB PEOPLE

**25-44**

AGE RANGE

**670K**

MONTHLY  
REACH

## Services & Rates

Content creation	fr. \$550
Personal Coaching	fr. \$250
Business Coaching	fr. \$250
Product reviews	fr. \$250
Sponsored Posts	fr. \$550
Teaching	fr. \$600

## Global Audience

United States	83%
Canada	4%
United Kingdom	2%
Australia	1.4%
Germany	1%



*Get in touch at [info@seagrapeapothecary.com](mailto:info@seagrapeapothecary.com) or by calling (503) 374-6801!*



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AS SEEN IN:

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# Oregon home



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AS SEEN IN:

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**POP  
AGANDA**

bitchmedia

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