

Jerusha

Curly hair, coffee runs, and being 22 in Los Angeles. A recent grad making curl-care, lifestyle, and LA-life content.

tiktok.com/@curls_are_hot

Numbers

112.6K

followers

8.3M

likes

158

videos

2.4M

most-watched
video

1.6M

second most-
watched

432.7K

top brand video
(Innersense)

From her public TikTok profile, October 2026.

Audience

78% women, 90% aged 18–34. Viewers are most active Mondays, 12–1pm.



Gender

Female		78%
Male		21%
Other		1%

Age

18–24		63.2%
25–34		27%
35–44		5.4%
45–54		3.1%
55+		1.3%

TikTok viewer analytics, Oct 2026 (7 days ending Oct 5).

Top videos

939.2K	Driving-test tips
608.3K	Coffee run with Chobani
506.7K	Driving, LA new-driver life
432.7K	Innersense curl routine (8 Innersense videos)
384.8K	Bounce Curl brush
85.8K	Jolie hard-water shower filter
65.1K	Garnier curl cream and gel routine
61.9K	Not Your Mother's curl volume hack
54.4K	Not Your Mother's under-\$9 curl routine
52.7K	Work bag haul



What she makes

Curly hair

Wash days, styling, and hard-water fixes.

Coffee

Coffee runs, orders, and morning routines.

LA life and driving

New-driver tips and everyday life around Los Angeles.

Outfits

Work fits, hauls, and getting ready.

Brands she's worked with

Innersense, Bounce Curl, Garnier, L'Oréal, V&Co Beauty, Not Your Mother's, Jolie Skin Co, Edikted, Motel Rocks

Partnerships through Amado Lux Studio

partnerships@amadolux.com

amadolux.com