



# **well damn**

**a modern guide to a damn  
good life. driven by wellness.**



**"Well Damn is a multi-media brand created by Morgan Lynzi and focused on millennial lifestyle through the lens of wellness."**



**With it she brings a forward thinking gen a masala of unfiltered interviews, inspiration, content, and a community to motivate them on their journey of self discovery, fulfillment, and exploration of the world around them.**



**From conscious shopping to self love, healthy eats to travels, entrepreneurship and empowerment, clean beauty to conscious relationships. This is the platform for the generation of globally minded individuals who have tuned in to the concept of making wellness, insatiable curiosity, and personal growth into not just a priority, but a lifestyle."**

# **a manifesto for a new frontier.**

“The millennial is a multifaceted force walking a new frontier that those that came before them could only dream of.”

**Well Damn is driven by the belief that now more than ever, the outer world of self expression and the inner world of inspiration go hand in hand and are non negotiable on the journey to living a damn good life.**

**"well damn. we're everywhere."  
the podcast, channel, and community**

**hear.**

The Well Damn podcast is an interview show and bridge to icons, tastemakers, thought leaders and rebels with wisdom to inspire, challenge, and grow it's listeners from the inside out. Episodes are exploratory and unfiltered.



**watch.**

We're a channel! Well Damn offers a fresh conscious take on lifestyle with original series launching January 2018. All of the Well Damn video content is derived from + ties back into topics shared on the podcast for a 360 experience covering every facet of young adult life, from entrepreneurship to mental health.

**engage.**

Stay inspired with the Well Damn Instagram, Tumblr and Facebook page. Or join us for our wellness driven parties and community events.

## **give that good.**

**Each season Well Damn partners with sustainable beauty, wellness, and personal growth brands to create a limited edition self care kit for at risk teens and young women. Next to self respect, self care is a value that the next generation of females can not flourish without. It's in our greatest vision that the packages act as starting tools for these women for cultivating a powerful practice of putting their inner world first in order to transform their outer reality.**

**in case you were wondering...  
what does it even mean?**



# well damn

## DEFINED...

1. An expression that comes from the most unadulterated part of you. Let loose most often when you hear something so profound and soul stirring, no other words seem to fit. **ex.** "Well damn...that conversation changes the way I see everything now."
2. The affirmation in the mirror that surprises you when it escapes your mouth. An unstoppable expression of total self love and acceptance for the person you see. **ex.** "Well damn...I look good!"
3. Most importantly, it's the expression for a life that is lived from the inside out. It's lived **well**, and **damn** good. Every corner of who you are (and can be) illuminated. A way of living in which the whole person is celebrated.



**so who's running the show?**



# Meet the creator.

**She's an old soul, with an electric heart. Smart, stylish, eclectic, funny, and is not interested in sticking to the norm. With an ethnic background as diverse as her taste in music, style, and culture, Morgan is far from your average girl in front of the camera.**

**A LA native and national + global television personality, Morgan has worked with some of the most loved global brands, networks, and influencers on both web and TV from FOX International, LiveNation, Teen Nick/Viacom, Nick Cannon's Ncredible Productions, Refinery 29, Jeffrey Campbell, NYLON Magazine, Diddy's REVOLT TV, Missguided, Samsung, VERGE (MTV UK), Endemol BEYOND US and ASIA, to one of the largest media companies in Korea and Asia, Mnet.**

**Her unique point of view, irreverent style, cross cultural knowledge and ability to keep her finger on the pulse of the "next big thing" has allowed her to work with both mainstream and indie brands. And her quirky girl-next-door attitude keeps it fun. Her work as an on-camera personality speaks for itself and resonates with a diverse forward thinking millennial audience.**

**Well Damn** was created to satiate her craving for content that had "delicious" depth. As a platform it is a guide for living a "damn" good life from the inside out. Through it, Morgan facilitates the most important questions and conversations in a young woman's life with interviews hosted by her in a tongue as unfiltered as a BFF, and as motivating as Oprah's.

# Where you've seen her.



REFINERY29



*seventeen*



# Work + Press.



**GALORE MAGAZINE EDITORIAL**  
**BEAUTY WELLNESS Q&A**  
**with MORGAN LYNZI**

**NYLON MAGAZINE**  
**FEATURED INFLUENCER IN**  
**COLLABORATION WITH MISSGUIDED**  
**1 OF 5 HANDPICKED**  
**#BABESOFMISSGUIDED**



**SWITCH UP YOUR BEAUTY REGIMEN WITH MORGAN LYNZI'S PRO TIPS**



**REFINERY 29 x  
LiveNation  
west coast live host**

**NICK CANNON'S  
TEEN NICK TOP 10  
west coast host +  
style expert**





**FOX INTERNATIONAL  
STARWORLD ASIA  
BUSAN, KOREA INTERNATIONAL  
FILM FESTIVAL  
lifestyle & travel host**



**contact.**

**MORGAN  
LYNZI**

**[morgan@morganlynzi.com](mailto:morgan@morganlynzi.com)**