

Who Is She?

Camila Pudim is one of Brazil's brightest beauty creators, blending professional makeup techniques with a playful, self-deprecating humor that keeps viewers hooked. On TikTok alone she boasts 26.7 million followers and 583 million likes, making her a true powerhouse in the beauty-humor space .

Rise to Popularity

She started out posting simple face-transformation clips, mastering quick cuts and punchy reveals that went instantly viral. Her signature series "Magic of Brazilian Animation" showcases playful animated effects over her makeup tutorials—one installment racked up 12 million views in just days.

Most Viral Posts

- **Brazilian Makeup Collection 2024:** A showcase of Riachuelo's new "Brasil MakeUp" line, inspired by native flora and fauna—16.3 million views in under a week.
- **Magic of Brazilian Animation:** A humorous, hand-drawn animation overlay that turns every look into a mini-cartoon—12 million views.

Presence on Other Platforms

- **YouTube:** 327 subscribers and over 1,100 videos ranging from in-depth product reviews to behind-the-scenes vlogs.
- **Instagram & Snapchat:** (Although TikTok remains her home base, she teases exclusive content, sneak-peek tutorials and fast-motion challenges across her other channels.)

Impact & Future Prospects

Camila has become one of Latin America's go-to influencers for brands seeking that perfect mix of expert application and cheeky personality. With major partnerships under her belt and fashion-week invitations rolling in, she's poised to launch her own line of brushes and palettes soon—one more step toward cementing her status as a beauty-industry tastemaker.

Pro Tips for Aspiring Beauty-Humor Creators

1. **Find Your Quirk:** Whether it's a signature catchphrase or a cartoon overlay, lean into one playful element that sets you apart.
2. **Master the Hook:** Aim for a micro-second reveal—start with an unexpected visual or sound to grab attention in the first two seconds.
3. **Engage Through Challenges:** Create simple, replicable challenges (e.g., #TestedaPudim) to spark audience participation and boost shareability.