

NSE TROPICALS

FOUNDER | AUTHOR | REMARKABLE REACH

7.2 MILLION

INSTAGRAM VIEWS IN 90 DAYS

Enid Offolter is the founder of NSE Tropicals, a rare-plant grower, hybridizer, and author of *Welcome to the Jungle*. Her visually distinctive content brings collectors and plant lovers inside a world of extraordinary Anthuriums, Philodendrons and tropical rarities - combining horticultural credibility with curiosity, humor and discovery.

5.26M

UNIQUE VIEWERS

94.4%

NON-FOLLOWER REACH

148.8K

INSTAGRAM FOLLOWERS

TOP REEL 6.31M VIEWS | 766K INTERACTIONS | 104K SHARES

SELECT PAID PARTNERSHIPS

- **SPONSORED REELS**

High-impact product storytelling built for discovery

- **REELS + STORIES**

Integrated launches, demonstrations and calls to action

- **LONG-TERM PARTNERSHIPS**

Credible, repeated brand presence with category alignment

- **CONTENT + USAGE RIGHTS**

Custom botanical content for brand-owned channels

A NATURAL FIT FOR

Premium plant care / Grow lights / Greenhouse & irrigation / Substrates & fertilizers
Pots & tools / Cameras & mobile technology / Outdoor and botanical lifestyle

LET'S CREATE SOMETHING PEOPLE WANT TO WATCH.

PARTNERSHIP INQUIRIES

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INSTAGRAM PERFORMANCE: MOST RECENT 90-DAY INSIGHTS PROVIDED SEPTEMBER 2026