

MARTIAL ARTIST · RD · ENTREPRENEUR

Lucy *Berman*

better known as **@combatcrap**

Making combat sports less scary and more fun
— one skit, one fight, one creatine gummy at a time.

225K FOLLOWERS

30-40M MONTHLY VIEWS

REGISTERED DIETITIAN

MMA · 1-0

13 FIGHTS

CO-FOUNDER, COMBAT CANDY



30-40M
MONTHLY VIEWS



FIGHT NIGHT · IGNITE FIGHTS · MARCH 2026 · MMA DEBUT WIN

BUILT FROM ZERO. NO AGENCY. NO ADS. JUST A DIETITIAN WITH A CAMERA AND SOME OPINIONS.

225K

TOTAL FOLLOWERS

Instagram · Facebook · TikTok · YouTube

30-40M

MONTHLY VIEWS

Across all platforms, every month

INSTAGRAM

90K

FACEBOOK

80K

TIKTOK

@combaterap

YOUTUBE

Combat Crap



FIGHTER. DIETITIAN. ENTREPRENEUR.

A dietitian who hits people for fun.

Lucy Berman is a registered dietitian, amateur MMA fighter, content creator, and co-founder of **Combat Candy** — creatine gummies built for people who hate powder.

Better known as **@combatcrap**, Lucy built 225K+ followers with zero ads, no agency, and no filter — by making fight life feel real, funny, and human. Her content earns 30–40M views a month.

She fights out of **The Cellar Gym** in Minneapolis, with 13 fights across Muay Thai, kickboxing, and MMA — including a win on her MMA debut in March 2026.

As an RD with skin in the game, her recommendations carry credibility most creators can't buy.

REGISTERED DIETITIAN

MMA · 1-0

13 FIGHTS

MUAY THAI & KICKBOXING

CO-FOUNDER, COMBAT CANDY

13

TOTAL FIGHTS

1-0

MMA RECORD





Mar '26

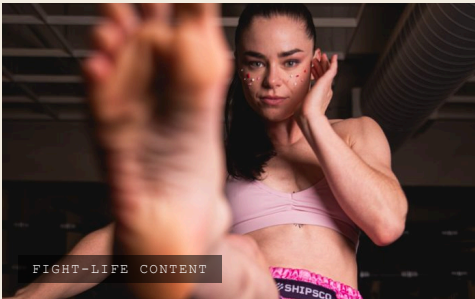
MMA DEBUT

MUAY THAI · KICKBOXING · MMA · THE CELLAR GYM · MINNEAPOLIS

Four lanes to book against

Every piece of content maps to one of these pillars — making it easy for brands to pick the format that matches their goal.

 <h3>Fight-Life Comedy</h3> <p>"Fighter problems," gym culture humor, relatable training moments. Posts in this format have hit 33K+ likes. High shareability.</p>	 <h3>Training & Technique</h3> <p>Muay Thai, BJJ, and MMA footage — technique breakdowns, sparring clips, gym-day storytelling. Perfect for gear brands.</p>	 <h3>Nutrition & Recovery</h3> <p>RD-led content on supplements, meal strategy, hydration, recovery. The credentialed angle most creators can't offer.</p>	 <h3>Women in Combat Sports</h3> <p>Community building through Combat Queens. Content about women in martial arts. Select campaigns — tone-managed carefully.</p>
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WHAT BRANDS CAN BOOK

A tight menu. Everything reported.

Every deliverable ships with FTC-compliant disclosures, Instagram paid partnership labeling, and a post-campaign report. Turnaround: 5–7 business days from brief approval.

01

Sponsored Short-Form Video

15–60 sec Reel or TikTok. Product integrated into training day, skit, or nutrition moment. Clear CTA + branded content label.

02

Story Sequences

3–5 frame story set — hook, product moment, swipe-up CTA with discount code. Timed for peak engagement windows.

03

UGC for Paid Ads

30–45 sec product demo or testimonial for your brand's ad account. No posting required. Full usage rights included.

04

Ambassador / Retainer

Monthly content, recurring product integration, trackable code + UTM reporting. 3-month test recommended.

05

Event Coverage

Fight week, gym drops, product launches, live event takeovers. Real-time stories and recap reels with brand placement.

06

Whitelisting + Boosting

Run content as paid ads from my handle. Includes exclusivity window negotiation. Available as an add-on to any package.

FTC COMPLIANT

PAID PARTNERSHIP LABELS

UTM TRACKING

UNIQUE CODES

POST-CAMPAIGN REPORTS

FULL USAGE RIGHTS (UGC)

WON'T PROMOTE:

Anything I wouldn't use myself. Anything that's dishonest about what it does. Anything in the diet-culture lane. RD credential is on the line here.

BRANDS I ACTUALLY WORK WITH

No paid placements I wouldn't use myself.

A short list of the brands Lucy trains in, trains with, and puts her name behind. Every partner fits inside the content world her audience expects.

Combat Candy CO-FOUNDER	The Cellar Gym HOME GYM	Shipsco FIGHTWEAR	Ironmile Combat Co COMBAT GEAR	Impact Mouthguards PROTECTIVE GEAR
Lionsgate ENTERTAINMENT	Avari Beauty BEAUTY	The Foxi Nurse WELLNESS	Young LA APPAREL	Your Brand? LET'S TALK -



Partner categories span fitness, apparel, nutrition, entertainment, and wellness. Endorsement credibility extends beyond MMA-only audiences. All existing partnerships are non-exclusive unless otherwise negotiated. Category exclusivity is negotiable and priced into retainer packages.

WANT TO WORK TOGETHER?

Tell me your goal. I'll reply with concepts in 24 hours.

Sponsored content, UGC, ambassador partnerships, and event coverage. Everything ships with clean disclosures, platform branded-content labeling, and a post-campaign report.

- Sponsored organic content (IG, TikTok, Facebook, YouTube)
- UGC for brand-side ad accounts
- Long-term ambassador & retainer partnerships
- Live event & activation coverage
- Nutrition / supplement content — RD-backed
- Whitelisting — run ads from Lucy's handle
- Post-campaign reporting with reach, engagement & code data

225K

Total followers

30-40M

Monthly views

90K

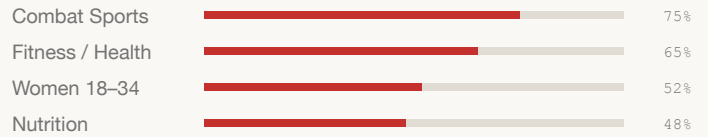
Instagram

80K

Facebook

FTC-compliant disclosures · Instagram paid partnership labels · UTM + unique code tracking · Post-campaign reporting · Full audience demographics on request

PRIMARY AUDIENCE





READY TO TALK?

Credibility, humor, and performance storytelling.

Tell me your goal and I'll reply with two concepts in 24 hours.
No templated pitch decks.

EMAIL business@combatcrap.com

INSTAGRAM [@combatcrap](https://www.instagram.com/combatcrap)

WEBSITE combatcrap.com

[INSTAGRAM](#) · [FACEBOOK](#) · [TIKTOK](#) · [YOUTUBE](#) · [PATREON](#)