

Calm authority, *grounded in science.*

Gray Matters Brasil asked for Portuguese-speaking Instagram creators who can explain personalised, medication-free neurofeedback with clinical accuracy and a sophisticated, reassuring voice. We reviewed national experts and Brasília-based wellness voices, checked each for competing neurofeedback practices, and returned 10 ranked creators with six-category scores, risks, briefing notes and ready-to-send outreach.

CAMPAIGN GOAL

Sentiment &
authority

PLATFORM

Instagram

CREATORS RANKED

10

TOP MATCH

81%

How every creator was **SCORED**

Narrative & content fit

25%

Audience fit & authenticity

25%

Audiovisual style fit

15%

Commercial behavior fit

15%

Production & consistency

10%

Momentum

10%

Momentum and production consistency are directional estimates from recent posts. Every creator was checked for a competing neurofeedback, qEEG or brain-mapping practice; none was found. Commercial conflicts and evidence-quality risks are called out rather than hidden inside the score.



@psicologa.flaviademoraes

Instagram · 25.6K followers · Dra. Flávia de Moraes

81%

RANK 1 · MATCH

Narrative & content fit	90
Audiovisual style fit	85
Production & consistency	75

Audience fit & authenticity	80
Commercial behavior fit	88
Momentum	50

WHY THEY'RE ON THE LIST

Her real captions map almost one-to-one onto Gray Matters' target conditions: "10 sinais de BIPOLARIDADE que costumam passar despercebidos antes dos 25 anos," a carousel on lithium-level monitoring, and a post on ADHD medication's limits ("A medicação melhorou sua atenção... Mas ainda adia tarefas. Esquece compromissos."). That last post is a natural, honest bridge into "medication isn't the whole answer, a personalised non-pharmacological complement exists," the exact message the brief wants. Her tone is measured and clinical, no clickbait, the closest match in the pool to "Quiet Luxury." Her bio-link funnel (a WhatsApp community and course for other psychologists) is B2B, so it won't compete with a Gray Matters partnership.

FLAGS

Momentum and production scores above are conservative estimates, her clip sample returned no transcribable speech or exceeded the transcription tool's limit, so this judgment rests on caption text rather than a verified video transcript; recommend a manual watch of 1-2 Reels before final approval. Her recent format skews toward carousels over Reels, the brief's mixed-format ask should be written into her brief explicitly. Her PhD credential is stated, not independently verified in this session.

HOW TO BRIEF THEM

Have her bridge her existing ADHD-medication-limits theme into an introduction of neurofeedback as a science-backed, personalised, medication-free complement, not a replacement for psychiatric care. Require at least one Reel and one Stories sequence. Portuguese, explicit "Gray Matters Brasil" mention, accurate qEEG framing.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Oi Flávia! Seu post sobre os limites da medicação no TDAH — 'a medicação melhorou sua atenção... mas ainda adia tarefas' — captura exatamente o ponto que mais precisamos comunicar: tratamento medicamentoso muitas vezes não é a resposta completa. Somos a Gray Matters Brasil, clínica de neurofeedback com mapeamento cerebral (qEEG) para um cuidado personalizado e não-medicamentoso, como complemento ao tratamento psiquiátrico. Adorariamos conversar sobre uma parceria para você apresentar essa alternativa ao seu público, com o mesmo tom calmo e clínico que já é a sua marca. Podemos marcar uma conversa?



@drfelipeheringer VERIFIED

Instagram · 136K followers · Dr. Felipe Heringer

79%

RANK 2 · MATCH

Narrative & content fit 82

Audiovisual style fit 55

Production & consistency 80

Audience fit & authenticity 90

Commercial behavior fit 70

Momentum 95

WHY THEY'RE ON THE LIST

Directly on-topic for cognitive performance, the largest and most engaged audience in the pool (his top recent Reel drew 228k likes on 135k followers). A verified transcript on children's screen time cited a real University of Arizona study on the show Daniel Tiger accurately and calmly, describing himself as "médico pós-graduado em neurociência da alta performance," a real, checkable credential.

FLAGS

Real tone/aesthetic mismatch with "Quiet Luxury" — his default register leans into clickbait, all-caps hooks, and one real caption stereotypes women ("Se você não dorme direito e acorda mais bravo que mulher na TPM..."). A separate real caption overclaims: "Esse é o caminho neurocientificamente comprovado para evitar ter Alzheimer," exactly the kind of overstated claim the brief's "factually accurate" mandate rules out. At this reach, his rate is likely to sit at or above a lean sub-\$10k budget once 6-month paid-amplification usage is priced in, unconfirmed, check directly.

HOW TO BRIEF THEM

Insist on line-by-line script pre-approval to strip absolute/overclaiming language and any stereotyping humor, and steer him toward his calmer, source-cited register (as in the Daniel Tiger video). Confirm his rate card against budget before any offer.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Olá, Dr. Felipe! Seu vídeo sobre o estudo da Universidade do Arizona e o impacto de certos conteúdos infantis no cérebro mostrou como dá pra explicar neurociência com base real e de forma acessível. Somos a Gray Matters Brasil, clínica de neurofeedback que trabalha com mapeamento cerebral (qEEG) para tratamento personalizado e não-medicamentoso de ansiedade, TDAH e distúrbios do sono. Gostaríamos de conversar sobre uma parceria para você explicar o neurofeedback nesse mesmo registro calmo e baseado em fontes reais. Podemos marcar uma conversa e alinhar o cachê?



@psimaryanefarias VERIFIED

Instagram · 61.3K followers · Maryane Farias

77%

RANK 3 · MATCH

Narrative & content fit	78	Audience fit & authenticity	82
Audiovisual style fit	58	Commercial behavior fit	75
Production & consistency	72	Momentum	95

WHY THEY'RE ON THE LIST

Her single most-viewed reel (1,079,921 plays, 89,452 likes) is a substantive, clinically grounded piece on emotional regulation, naming concrete evidence-based techniques and closing with her real CRP license number. Reach is consistently massive relative to her follower base across every sampled reel (400K-1M+ plays), a real, engaged audience actively seeking help with anxiety.

FLAGS

Her positioning is "psicóloga de relacionamentos" first, general anxiety second, a mild scope tangent. Her format leans on trending pop-audio hooks and a casual, meme-adjacent comment culture, more mass-market than the brief's "Quiet Luxury" sophistication, needs explicit creative direction to tone down.

HOW TO BRIEF THEM

Brief her specifically on anxiety and non-pharmacological self-regulation (not relationships), and ask for a calmer, more restrained visual/audio treatment than her usual trend-audio format.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Oi Maryane! Seu vídeo sobre regulação emocional, tão claro e prático nas técnicas que você explica, é exatamente o tipo de conteúdo baseado em evidências que buscamos. Somos a Gray Matters Brasil, uma clínica de neurofeedback que ajuda pessoas a regular ansiedade e melhorar o desempenho cognitivo sem medicação, usando mapeamento cerebral (qEEG). Adorariamos conversar sobre uma parceria para você levar esse mesmo cuidado que já demonstra para explicar como o neurofeedback funciona. Podemos marcar uma conversa?



@diogolaraoficial

Instagram · 58.4K followers · Diogo Lara

76%

RANK 4 · MATCH

Narrative & content fit	80
Audiovisual style fit	90
Production & consistency	75

Audience fit & authenticity	75
Commercial behavior fit	65
Momentum	60

WHY THEY'RE ON THE LIST

Of the whole pool, his written voice is the closest match to "Quiet Luxury," reflective, literary, unhurried. Real caption: "Talvez um dos grandes problemas da vida moderna seja que aprendemos a anestesiar aquilo que deveríamos aprender a sentir." A genuine, independently-verifiable academic/clinical credential supports "The Expert" archetype well.

FLAGS

his top-engagement transcript ends with an explicit pitch for his own paid "Método INSIDELIC" program, and the same transcript frames talk-only therapy as comparatively shallow versus his own method. A Gray Matters post risks being a secondary mention behind his own CTA unless the contract requires a dedicated, exclusive piece with no cross-promotion of Método INSIDELIC, Cingulo, or Sensing. Not Instagram-verified despite his real academic profile.

HOW TO BRIEF THEM

Contract must require an exclusive post/Reel series, no mention or link to his own programs or apps, pre-approval of scripts, "Gray Matters Brasil" named explicitly and early so it isn't overshadowed by his personal brand.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Olá, Diogo! Sua reflexão de que 'talvez um dos grandes problemas da vida moderna seja que aprendemos a anestesiar aquilo que deveríamos aprender a sentir' tem tudo a ver com o que buscamos comunicar. Somos a Gray Matters Brasil, clínica de neurofeedback que usa mapeamento cerebral (qEEG) para ajudar as pessoas a se reconectarem consigo mesmas, de forma personalizada e não-medicamentosa. Gostaríamos de propor uma parceria para uma peça dedicada e exclusiva sobre neurofeedback, sem cruzamento com outras iniciativas, no seu tom reflexivo característico. Podemos conversar?



@janleonardi VERIFIED

Instagram · 154K followers · Jan Luiz Leonardi

70%

RANK 5 · MATCH

Narrative & content fit 70

Audiovisual style fit 85

Production & consistency 80

Audience fit & authenticity 55

Commercial behavior fit 88

Momentum 45

WHY THEY'RE ON THE LIST

One of Brazil's most credentialed, recognized voices for evidence-based psychology, PhD from USP, founder of the Institute for Evidence-Based Psychology, 2025 Jabuti Prize finalist. His measured, credentialed, unhurried tone is a genuine "Quiet Luxury" match.

FLAGS

His content and stated mission target other psychologists, not consumers seeking treatment, so his audience likely skews toward mental-health professionals and students rather than the general public who would book a neurofeedback session. Real audience-fit risk worth testing before committing budget.

HOW TO BRIEF THEM

Brief him for a direct-to-consumer piece specifically, not his usual practitioner-facing format, explaining neurofeedback and qEEG mapping to patients in the same evidence-based register he uses with other psychologists.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Olá, Jan! Seu trabalho para consolidar a prática baseada em evidências na psicologia brasileira é uma referência. Somos a Gray Matters Brasil, uma clínica de neurofeedback que usa mapeamento cerebral (qEEG) para tratamento personalizado e não-medicamentoso de ansiedade, TDAH e distúrbios do sono. Gostaríamos de propor uma parceria para você explicar, com o mesmo rigor científico que já é sua marca, como o neurofeedback funciona para o público em geral. Podemos conversar?



@draelenaorta.psiquiatria

Instagram · 10.2K followers · Elena Orta

69%

RANK 6 · MATCH

Narrative & content fit	72	Audience fit & authenticity	65
Audiovisual style fit	88	Commercial behavior fit	68
Production & consistency	65	Momentum	45

WHY THEY'RE ON THE LIST

Genuinely Brasília-based, a real geographic match to the clinic's physical location. Her most-engaged reel ("Minha rotina diária como psiquiatra") is a first-person, unhurried walkthrough of breathing exercises to activate the parasympathetic nervous system, a midday mental body-scan, gratitude journaling, and sleep hygiene, no clickbait, no overclaiming, the closest tonal match to "Quiet Luxury" found in this whole search. Directly touches two of Gray Matters' own core themes: nervous-system regulation and sleep.

FLAGS

she runs her own psychiatry practice (Orta Saúde Mental, linked in bio). Not a neurofeedback competitor, but the Gray Matters piece should be scripted so it doesn't read as a plug for her own practice instead.

HOW TO BRIEF THEM

Brief her to extend her existing nervous-system-regulation and sleep-hygiene content into an explanation of qEEG-guided neurofeedback as a complementary, non-pharmacological option, in the same calm first-person register as her routine video. Require explicit "Gray Matters Brasil" naming, not folded into her own practice's branding.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Oi, Elena! Seu vídeo sobre sua rotina diária, ativando o sistema parassimpático e fazendo a 'higiene do sono' antes de dormir, é exatamente o tom calmo e baseado em ciência que buscamos. Somos a Gray Matters Brasil, clínica de neurofeedback aqui em Brasília, com mapeamento cerebral (qEEG) para ajudar pacientes a regular a ansiedade e melhorar o sono de forma personalizada e não-medicamentosa. Adorariamos conversar sobre uma parceria para você apresentar essa opção ao seu público. Podemos conversar?



@vidaruralbrasil VERIFIED

Instagram · 415K followers · Gislaine Souza

66%

RANK 7 · MATCH

Narrative & content fit	55	Audience fit & authenticity	82
Audiovisual style fit	65	Commercial behavior fit	62
Production & consistency	75	Momentum	55

WHY THEY'RE ON THE LIST

The strongest genuinely Brasília-anchored, large audience in the entire pool, real, verified, consistent 500-4,000 likes per post. Her own narrative directly names burnout and reconnection: "Tive um tempo em que eu achava que estava vivendo o certo: trabalhava muito, ganhava bem... mas por dentro eu estava esgotada." A featured guest in one of her reels says moving toward nature made his life change "por completo." This is the "aproveitar Brasília, relaxar" angle Duda asked to add, real content, real local audience, not a national-reach expert.

FLAGS

she runs her own commercial farm-stay tourism venue (Vida Rural Brasília) and her bio-link funnel drives bookings to it. Same issue as Diogo Lara: without contract language, a Gray Matters piece risks reading as an ad for her own farm rather than for the clinic. No neurofeedback/clinical conflict, this is a commercial-attention conflict, not a competitor conflict. FLAG — narrative distance: she is not a mental-health or neuroscience voice. Bridging from "slow down in nature" to the brief's specific mandates (qEEG, non-pharmacological treatment, "Gray Matters Brasil" named explicitly) needs real scripting, this is not content she'd produce organically.

HOW TO BRIEF THEM

Script the piece tightly: her own burnout story as the hook, then an explicit, named bridge to Gray Matters' qEEG-based neurofeedback as a science-backed way to get the same nervous-system reset she found in nature. Contract must keep the piece from cross-promoting her own farm-stay bookings.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Oi Gislaine! Seu relato sobre a época em que 'trabalhava muito, ganhava bem... mas por dentro estava esgotada' é exatamente o tipo de história real que queremos amplificar. Somos a Gray Matters Brasil, clínica de neurofeedback aqui em Brasília, que ajuda pessoas a tratar a ansiedade e o esgotamento de forma personalizada e não-medicamentosa, com mapeamento cerebral (qEEG). Adorariamos conversar sobre uma parceria para conectar essa reconexão que você já vive na roça com um caminho científico de cuidado com a mente. Podemos marcar uma conversa?



@campanhac

Instagram · 3.4K followers · Camila Campanhã

66%

RANK 8 · MATCH

Narrative & content fit 88

Audiovisual style fit 80

Production & consistency 70

Audience fit & authenticity 45

Commercial behavior fit 80

Momentum 20

WHY THEY'RE ON THE LIST

Genuinely strong scientific credibility (Mackenzie/Harvard, SBNM Psychology committee coordinator) and content that is explicitly evidence-based: a recent post on "O Impacto da Depressão no Cérebro," citing a real 10-year longitudinal study, and a post on adapting CBT for neurodivergent patients "sem perder o rigor científico." Still active as of this run (re-verified 2026-09-28). Originally deprioritized in the 09/10 study only for being too small for a single-pick, not for any content or credibility issue, brought back in now that the brief covers a full list.

FLAGS

Small reach (3,436 followers) and low absolute engagement (13-321 likes per post), would need pairing with paid amplification to matter at scale, a genuine stretch pick, not a proven-audience pick. Some of her audience likely skews toward peer psychologists (via her "New Minds Psychologists Club"), not just consumers.

HOW TO BRIEF THEM

Use her as a credibility-anchor supplementary voice rather than the primary cast, brief her to apply her existing depression/neuroscience rigor directly to explaining qEEG-based neurofeedback.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Olá, Camila! Seu post sobre o impacto da depressão no cérebro, com base em 10 anos de acompanhamento longitudinal, é exatamente o tipo de conteúdo rigoroso que buscamos. Somos a Gray Matters Brasil, clínica de neurofeedback com mapeamento cerebral (qEEG) para tratamento personalizado e não-medicamentoso. Gostaríamos de conversar sobre uma parceria para você explicar o neurofeedback com o mesmo rigor científico que já é a sua marca. Topa bater um papo?



@neuroebiomedicina

Instagram · 4.7K followers · Lídia Garcia

64%

RANK 9 · MATCH

Narrative & content fit 80

Audiovisual style fit 60

Production & consistency 65

Audience fit & authenticity 65

Commercial behavior fit 70

Momentum 15

WHY THEY'RE ON THE LIST

Her stated identity, explaining neuroscience simply and grounded in evidence, is a near-literal match for Gray Matters' "demystify neurofeedback" objective. Nothing in her sampled content contradicts that positioning.

FLAGS

Very small reach (663-2,000 plays per reel), would need pairing with paid amplification to matter at all, a genuine reach gamble.

HOW TO BRIEF THEM

If used, brief her as a low-cost, high-authenticity supplementary voice rather than the primary cast.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Oi Lídia! Adoro como você explica neurociência de um jeito simples e baseado em evidências, é exatamente o tom que buscamos. Somos a Gray Matters Brasil, clínica de neurofeedback com mapeamento cerebral (qEEG) para tratamento não-medicamentoso de ansiedade, TDAH e sono. Gostaríamos de conversar sobre uma parceria para você ajudar a explicar neurofeedback para quem nunca ouviu falar. Topa bater um papo?



@psicristallasumahia

Instagram · 52.9K followers · Cristalla Sumahia

54%

RANK 10 · MATCH

Narrative & content fit	45
Audiovisual style fit	60
Production & consistency	55

Audience fit & authenticity	40
Commercial behavior fit	55
Momentum	100

WHY THEY'RE ON THE LIST

By far the largest raw reach found relative to this tier (up to 6.48M plays on a single reel), and her bio claims a direct anxiety/self-esteem specialization.

FLAGS

Not recommended as a primary pick without further review. Her actual top-performing content is a generic inspirational quote about self-worth, not clinical or anxiety-specific, and the sampled comments are almost entirely generic reaction emoji, not engagement with clinical substance, a pattern consistent with viral-quote content rather than a trusted clinical-authority relationship. This is a real risk for a brand-sentiment-and-authority objective.

HOW TO BRIEF THEM

Only pursue after reviewing 3-5 more posts directly to confirm she has genuine clinical-education content beyond viral quote cards; if she does, brief her narrowly on non-pharmacological anxiety treatment.

OUTREACH MESSAGE · PORTUGUESE · FROM GRAY MATTERS BRASIL

Oi Cristalla! Seu alcance é impressionante. Somos a Gray Matters Brasil, clínica de neurofeedback especializada em ansiedade, e adorariamos entender melhor o tipo de conteúdo clínico que você já produz antes de propor uma parceria. Você teria disponibilidade para uma conversa rápida?