

PrettyOrganicGirl

Founded by: Susanna Cellucci



PrettyOrganicGirl is a trusted destination for discovering the best organic and eco-friendly products on the market. Through curated digital content, it educates, informs, and inspires audiences to shop more consciously and make healthier choices for themselves, their families, and the environment. What began in 2016 has grown into one of the most accurate and comprehensive organic resources across a wide range of product categories, built on years of in-depth research, ingredient analysis, and label reading.

The PrettyOrganicGirl community is driven by a shared desire for safer products and places strong trust in its recommendations—often relying on them for products used by their children. With a foundation in marketing studies, PrettyOrganicGirl identifies misleading greenwashing claims and distinguishes truly clean brands from the rest. Every recommendation is supported by scientific studies, product investigations, and personal use, ensuring authenticity and integrity.

Community Snapshot



73% Women | 27% Men
80% USA • 5% Canada • 3% UK • 3% Australia • 3% Europe
+186K Monthly Website Visitors
+18K Engaged Followers



Brand Features & Partnerships

PrettyOrganicGirl partners selectively with brands that prioritize transparency, ingredient integrity, and long-term consumer trust. All collaborations are rooted in thoughtful product evaluation, original content creation, and research-driven recommendations aligned with the standards established since 2016.

Every feature is created with the same level of care and rigor the community expects—never transactional, never rushed, and never promoted without full confidence in the brand.



Ways to Collaborate

All features include original content and thoughtful product evaluation.

What's Included in All Collaborations

- Thoughtful product evaluation aligned with PrettyOrganicGirl's ingredient standards
- Original photography and/or video content (based on deliverables)
- Editorial-style captions written to educate and inform
- Brand and product tagging where applicable
- Posting within an agreed-upon timeline once products are received
- One round of light caption edits upon request
- Content remains live on the feed unless otherwise agreed
- Usage rights are not included unless licensed separately



Instagram Feed Post (Static Post)

Single in-feed still image or carousel featuring original photography and an editorial-style caption introducing the product and brand.

\$600

Instagram Reel (Video)

Short-form video feature with a dedicated product review and brand integration.

\$1,000

Instagram Stories

3-4 story frames featuring the product with direct website or affiliate link integration.

\$400



Instagram Giveaway

In-feed giveaway post shared as a collaborator post so it appears on both accounts.

Brand ships product directly to the winner.

\$550

Category Website Feature (3 months)

Product placement within its relevant category page (e.g., toothpaste, skincare, home), including affiliate links and promo code tracking.

\$1,000

Dedicated Brand Page (for 1 year)

A permanent brand hub on PrettyOrganicGirl.com featuring:

- Brand introduction
- Product reviews with original photography
- Aggregated Instagram content
- Affiliate links and promo code

\$4,000



Instagram Feature Package

2 Instagram Feed Posts
1 Instagram Reel
1 Instagram Giveaway
4 Instagram Stories

\$3,400

Package Rate: **\$3,000**

Website Feature Package

4 category website features
Dedicated Brand Page (1 year)

\$8,000

Package Rate: **\$6,000**