

the organic beauty

RADIANT, NATURAL
BEAUTY—
FROM THE INSIDE
OUT



NATASHA USPENSKY

theorganicbeautyblog.com |

blog@nuhealthandwellness.com

The Organic Beauty Blog is a rapidly growing online destination for healthy, beautiful, natural living resources, with a loyal following of readers.

I created The OB in 2009 as a space to chronicle my own journey into naturalizing my life and health. Since then, I have become a holistic nutritionist and certified wellness expert, which has helped to turn the blog into the extensive resource it is today! I've also become a mom, which has added a whole new dimension to my expertise and content.

The blog features non-toxic product recommendations, natural beauty DIY's, healthy recipes, wellness inspirations, healthy baby and home guides, and tidbits from my own experience in creating a healthy, happy life for myself and my family!

THE STATS

MONTHLY PAGEVIEWS: 12,000

MONTHLY UNIQUES: 8,000



1.3k



1.4k



1.5k



2k

OUR READERS

Our readership consists of mostly women aged 26-41, who are avid consumers in the wellness world, and most of whom are moms. They're looking to get fit, healthy, radiant, and balanced in the most natural and sustainable ways possible. Though we have readers from all over the world, the majority are savvy urban women living in the New York City and Los Angeles areas.

MOST POPULAR POSTS



Healthy
NutriBullet
Smoothie
Recipes



The Best of
Natural
Makeup



The Best
Baby-Safe
Cleaning
Products



The Perfect
Period
Series