

Science-backed skincare publishing for oily, acne-prone & sensitive skin

Gentle Glow is an independent skincare publication combining evidence-based education, product evaluation and practical guidance with dermatologist-led contributions and medical review from qualified dermatologists and pharmacists.

Audience & Search Reach


310K+**Google Search impressions**

Last 3 months


53K+**Google generative-AI impressions**

Last 3 months


43%**U.S. share of current Google Search visibility**

Latest 28 days


1,900**Organic Search sessions**

GA4, last 90 days

1,579**Google Search clicks**

90 days

52%**Organic engagement rate**

latest 28 days

2.9K+**Bing citations**

90 days

298**YouTube views**

latest 28 days

Editorial Expertise

Dermatology-led contributions

Selected articles are written or contributed to by qualified dermatologists, bringing clinical expertise directly into the editorial process.

Medical review

Scientific and health-related claims are progressively reviewed by qualified dermatologists and pharmacists.

Evidence-first standards

Research prioritizes peer-reviewed evidence, clinical studies and established dermatological guidance, with uncertainty clearly qualified.

Core editorial focus: oily skin • acne-prone skin • sensitive skin • ingredient science • retinoids • skin barrier • seasonal skincare • evidence-informed product guidance

How We Work With Brands

Gentle Glow collaborates with skincare and beauty brands when there is a genuine fit with our audience and editorial focus. Commercial relationships never guarantee positive coverage or determine our scientific conclusions.

Product Testing & Editorial Consideration

First-hand product evaluation where appropriate, with editorial inclusion based on relevance, formulation and reader fit.

Affiliate Commerce

Selective affiliate partnerships integrated into useful editorial content, product guides and commerce-focused recommendations.

Paid Editorial Partnerships

Clearly disclosed paid features or custom editorial collaborations that preserve Gentle Glow's editorial standards.

Video & Multi-Format Content

Supporting YouTube content and multi-format storytelling that can extend relevant editorial partnerships beyond the article.

423

tracked affiliate clicks

21

ordered items

4.96%

conversion rate

\$457+

attributed product sales

Amazon Associates performance, May 8 - Sep 12, 2026. Product sales are merchant-attributed sales, not Gentle Glow earnings.

Publication & Partnership Standards

Products and brand opportunities are evaluated independently based on reader relevance, formulation, evidence and editorial fit. Affiliate relationships, gifting or payment do not guarantee inclusion or a positive recommendation. Scientific and health-related claims remain subject to Gentle Glow's editorial and medical-review standards.

Partner with Gentle Glow

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Data sources: Google Search Console, Google Analytics 4, Bing Webmaster Tools and YouTube Studio. Search impressions represent appearances in search results, not unique users. Google generative-AI impressions are reported separately and are not added to standard Search totals.