

LUXURY BEAUTY CREATOR • CELEBRITY MAKEUP ARTIST

Grace Aguado

@yourfacebygrace

FOUNDER OF SORTDBEAUTY

A trusted voice in luxury beauty — an organic, high-intent following of clients, brides, and women who come to her for real beauty advice.

THE HEADLINES • LAST 90 DAYS

29K

FOLLOWERS

629K⁺

VIEWS

14%

ENGAGEMENT RATE

80K

ACCOUNTS REACHED

31%

NON-FOLLOWER REACH

9.6K

PROFILE VISITS

75%

WOMEN

68%

U.S. BASED

SOURCE: INSTAGRAM INSIGHTS • TRAILING 90 DAYS • ENGAGEMENT RATE = INTERACTIONS ÷ ACCOUNTS REACHED

Who follows.

29K

FOLLOWERS

75%

WOMEN

25–44

CORE AGE

68%

UNITED STATES

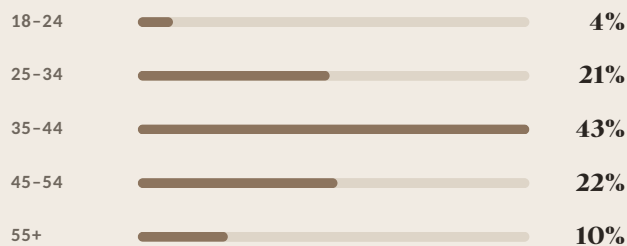
69%

LOYAL REACH

WHY THEY FOLLOW

Women who trust Grace like a friend who happens to be a pro. They come for honest beauty advice — and they save it, share it, and act on what she recommends.

AGE RANGE



LANGUAGE

English & Spanish · Bilingual reach

MOST ACTIVE

Weekdays · 3–9 PM

TOP PERFORMING CONTENT

IVFMD · Fertility Journey

909 likes · 105 comments · 143 shares

A More Motivating View

427 likes · 10 comments · 132 shares

How to Cover a Filler Bruise

310 likes · 56 shares · 90 saves

TOP CITIES

Miami	FLORIDA
New York	NEW YORK
Palm Beach	FLORIDA
Dallas	TEXAS
San Juan	PUERTO RICO

INTERESTS

Luxury Beauty · Bridal · Fashion
Travel · Wellness