20 sustainability influencers you need to know right now

Discover the best eco-conscious partners for your next social campaign.
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Sustainable Beauty Influencers

Celeste Thomas
@celestethomas
Followers: 56.6k IG
Location: Los Angeles, US

Celeste Thomas is a holistic skincare and wellness influencer who focuses on clean skincare practices. As a registered nurse specialising in skincare and an avid lover of clean, non-toxic beauty products, Thomas offers a unique perspective into the skincare landscape. Thomas has become an ambassador for beauty brands including CocoKind, Rael and Nutrafol, thanks to her insightful posts on conscious beauty products, healthy eats and skincare advice.

Beatrice Turner
@beatriceturner
Followers: 36.1k IG
Location: London, UK

Brazilian-born, London-based content creator Beatrice Turner is the face behind The Fair Edit, a blog dedicated to cruelty-free beauty, sustainable fashion and beauty – she is also one of the most sought after sustainable travel influencers today. Turner’s Instagram followers go to her for tips on everything from sustainable fashion on a budget and zero-waste menstrual health, to low impact beauty products and simple tips for travelling sustainably. Turner’s previously partnered with brands including Juni Cosmetics, Bolt Beauty, Marks & Spencer, Olio and Nomasei.
Sustainable Beauty Influencers

**Alba Ramos**
@mrsalbaramos  
Followers: 315k IG, 1M YouTube  
Location: Florida, US

If you’re looking for a beauty influencer who gives authentic, honest and engaging reviews and tutorials, look no further than Alba Ramos. The Florida–based beauty influencer transitioned to clean living after her son was diagnosed with autism at 3-years old. Sharing her journey on discovering the best non-toxic products and clean curly hair routines has seen her partner up with the likes of Aveda, Lumene, Amazon and CocoKind.

**Besma Whayeb**
@besmacc  
Followers: 14k (IG)  
Location: Brighton, UK

Besma’s slow-living journey began in 2014 in Paris, exploring the French way of doing things; buying fresh food from organic markets and swapping fast fashion in favour of sustainable investment pieces, which inspired her to look for the better things in life that had a more positive impact on the planet and people. She starts honest and open conversations with her Instagram followers on topics such as fair pay, ocean plastics, fashion racism and more, and has partnered with the likes of Green People, Second Cashmere and Nordgreen.

**Nicole Whittle**
@veganbeautygirl  
Followers: 32.6k IG, 90k TikTok  
Location: London, UK

London–based award-winning beauty blogger Nicole has a loyal following on Instagram and TikTok, who trust her recommendations and reviews on ethical, affordable and vegan beauty products. Whittle also has a podcast, Susty in the City, where she invites guests to talk about their sustainable living, targeting the Gen-Z community and anyone else looking for tips on how to live a more ‘susty’ life.
Sustainable Beauty Influencers

**Becks**
@bottled.blue
Followers: 12.3k (IG)
Location: London, UK

For product reviews, infographics on vegan beauty, makeup tutorials and a sprinkle of vegan recipes, London-based Becks has a loyal following on Instagram who love her original content and YouTube vlogs showcasing her vegan lifestyle, travels and more.

**Amber George**
@ambertheevegan
Followers: 16.1k IG
Location: UK

Ideal for brands targeting a Gen-Z audience, Amber shares affordable, ethical and vegan beauty products to her followers. From curly hair and makeup tutorials to product reviews, George has worked with the likes of Dr Organic, Superdrug and Faith in Nature.

**Em-J Williams**
@emjedit
Followers: 27.4k IG
Location: London, UK

British make-up artist Em-J has had her work featured in The Body Shop campaigns and on the covers of glossy magazines, and is a partner to some of the biggest beauty retailers including Sephora and Look Fantastic. She’s the go-to for eco-friendly, vegan and cruelty-free makeup looks and works with brands such as BYOMA, Delilah and Beauty Kitchen.

**Demi Colleen**
@demicolleen
Followers: 24.3k IG
Location: London, UK

Add a pop of vibrancy to your feed with sustainable fashion influencer and ‘green’ beauty expert Demi Colleen. As a partner of brands like eBay, The Body Shop and Biossance, her followers trust her recommendations for the best ethical beauty products and sustainable fashion.
Sustainable Home & Lifestyle Influencers

Kate
@my_plastic_free_home
Followers: 159k IG
Location: Ormskirk, UK

Kate began My Plastic Free Home to share practical tips, knowledge, and easy ways to live a more sustainable life, no matter how much time you have to spare. She has since opened The Natural Living Shop at Cedar Farm, creating a space for people to access 100% tried, tested, and loved products that are truly sustainable and built to last.

Karlie Donaca
@imperfect.sustainability
Followers: 18.9k IG
Location: Portland, US

Karlie’s passion for climate justice, plants and ethical fashion is evident in her refreshing feed. She showcases local low-waste businesses, sharing valuable tips and tricks to inspire others towards an “imperfectly perfect” sustainable lifestyle. She’s partnered with a selection of conscious brands such as household cleaning products Blueland, clothing line Tradlands and organic grocers Misfits Market.
Sustainable Home & Lifestyle Influencers

Em
@simply_sustainable_living
Followers: 13.2k IG
Location: Gloucestershire, UK

British author and content creator Em promotes an accessible approach to sustainable living and second-hand fashion. Her DIY how-to content ranges from upcycling projects to natural household and beauty products, all with the goal of reducing waste and making the most from items found at home. Most notably she’s worked with brands like smol, Yeo Valley and Clear On Plastics.

Jhánneu Roberts
@jhanneu
Followers: 43.6k IG, 11k YouTube
Location: Los Angeles, US

Sustainability expert, speaker and content creator Jhánneu was named a Top 100 Creative in Environmental Impact this year by Create & Cultivate. Based between Austin and LA, the lifestyle creator has a goal to empower her social community to live more mindfully across Instagram, TikTok and YouTube. Her brand partnerships include Volvo, Truist Bank and sustainable cleaning products from Grove Collaboration.

Christie
@sedonachristina
Followers: 41.3k IG, 218k YouTube
Location: Los Angeles, US

Zero waste lifestyle guru Christie documents her passion for minimalism and sustainability tips on YouTube and Instagram, working with the likes of Sony, Sendle and Bearaby. The earthy-vibe of her content is the perfect combination of her love for wellness and the outdoors with her philosophy: ‘Trying to be a good human to our ecosystems and communities, and stay groovy in the process.’
Romy London
@romylondonuk
Followers: 30.4k IG
Location: Surrey, UK

Vegan recipe creator, food photographer and cookbook author Romina, aka Romy, is known for her vegan comfort-food recipes. Her feed is filled with mouth-watering recipes, from tempeh Katsu curries to meat-free roast dinners; all are designed for anyone, from life-long vegans to the veg-curious. You might recognise her from Netflix’s hit cooking show, Crazy Delicious, and she’s partnered with brands including LoveRaw, Tesco and Tibi Tempeh.

Clare Every
@thelittlelondonvegan
Followers: 141k IG
Location: London, UK

If you’re a London-based vegan restaurant, or a food brand looking to collaborate with a trusted influencer, Clare is your go-to girl. From reviewing new vegan hotspots in London to sharing her favourite plant-based recipes, she’s collaborated with brands including THIS, Neat Burger and Sainsbury’s.
Madeleine Olivia
@madeleineolivia
Followers: 90.2k IG, 500k YouTube
Location: Cornwall, UK

Digital creator Madeleine journals her plant-based recipes, sustainable lifestyle and home renovations for her followers. She’s a go-to for easy vegan recipes and foodie inspiration and an advocate of low-waste meals, regularly shares tips and tricks on cooking more sustainably. Food partners include Sainsbury’s and VioLife, but she’s a trusted ambassador for lifestyle brands too, having worked with DFS on their PETA-approved sofa ranges, to BMW for their electric cars.

Max La Manna
@maxlamanna
Followers: 986k IG, 24k YouTube
Location: UK

Max’s low-waste recipes are the destination for those looking to create easy-to-follow, sustainably-minded dishes. The chef and digital creator has racked up over 1 billion views and partnered with big-name brands like Sainsbury’s, Birra Moretti and Waitrose (to name a few).

Maya Leinbach
@fitgreenmind
Followers: 2.8m IG, 1.5m TikTok, 374k YouTube
Location: Germany

The Fitgreenmind brand began in 2019 with a goal to support people in doing something good for themselves, the animals and the planet. Growing from a one-woman account to an entire team, Maya frequently speaks at trade fairs and conferences, cooperates with brands like TiNDLE Foods and etepetete, and works on her own line of spice blends and cooking boxes.
London-born, low-impact advocate Immy is a plant-based chef in Colorado on a mission to inspire others to live with sustainability in mind. Her recipes and food diaries are dedicated to exploring the stories behind ingredients and the power of plant-based cooking, culminating in the launch of Low Impact Movement, an environmental movement promoting a low-waste and minimal impact lifestyle.

Want to win more eco-conscious shoppers?

Provenance helps brands attract and convert values-led shoppers, by enabling them to share their sustainability initiatives where it counts, in a compelling, trustworthy way. Find out how Provenance works for brands.

Not a business? Provenance also empowers shoppers to cut through the greenwash and find brands and products that truly align with their values. Start by checking out the Provenance Directory, where you can discover hundreds of values-led brands, each with fact-checked sustainability claims.

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