












# HYGO Pretty Tops 10 Million Fans In 4.5 Months

*HYGO Pretty has become a top beauty creator by making original tutorials and licensing content.*

SANTA ANA, CA, USA, September 7, 2017 /EINPresswire.com/ -- When Zoe Gunn joined the company earlier this year, she had no idea she'd be launching HYGO's entire beauty division. In April, she mapped out her goals, hoping to attract 500,000 fans by the end of 2017.

Four and a half months later, HYGO Pretty has over 10 million fans across its various social media accounts. Zoe's team partners with talented creators to make tutorials for all things beauty: makeup, hair, nails, lips, etc. Its Facebook page has surpassed all magazine competitors from Vogue to Glamour to ELLE to InStyle. It posts 15% as often, and gets 200% - 400% the performance. (SOURCE:

<https://hygo.com/pretty/hygo-pretty-facebook-passes-all-magazine-competitors>)

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  HYGO Pretty	9.7m	▲0.7%	38	1.1m
2  Vogue	8.7m	▲0.1%	250	279.5K
3  Glamour	5.5m	▲0.3%	250	636.4K
4  ELLE	5.5m	▲0.1%	250	232.1K
5  Seventeen	5.5m	▲0.2%	250	344.9K
6  InStyle	4.8m	0%	250	53.3K
7  Harper's Bazaar	3.8m	▲0.2%	250	213.2K
8  Marie Claire	3.6m	▲0.2%	250	191.2K
9  Essence	2.6m	▲0.1%	250	345.4K
10  NYLON	1.9m	0%	178	41.2K
11  Allure	1.2m	▲0.3%	250	110.8K

“We saw an opportunity in the niche,” says Stephen Zhang, founder and CEO of HYGO, “and pounced when we realized there was virtually no corporate competition. We’ve discovered that a majority of women actually prefer our amateur-style videos over others’ brandy-professional ones.”

“

We want quality. We want minutes watched. We want hours and hours and hours consumed. We want our fanbase coming back every day.”

*Stephen Zhang*

Stephen Zhang, 23, is an internet entrepreneur who started his first company when he was just 12 years old.

HYGO Pretty's success is not the only division doing well. Earlier this week, it was reported on FOX

(<http://www.fox19.com/story/36283517/hygo-surpasses-a-whopping-50-million-fans>)

that HYGO had leapt past 50 million fans total, and had done more than 1 billion video views per month for all of Quarter 2.

"For years, we've been delivering scaled eyeballs for dozens of publication and website clients looking to attract more visitors. We're excited to see our traffic helping not just our clients, but our own assets and properties as well," said Zhang.

About HYGO:

HYGO is a global media company focused on creating original video content to educate and entertain its audience of more than 250 million people each month. HYGO builds unique digital brands around popular categories that people are passionate about.

For more info:

<https://hygo.com/corporate/>

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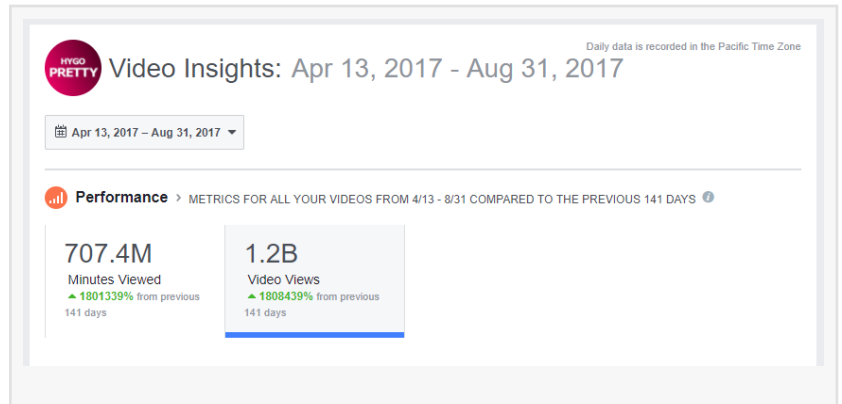
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