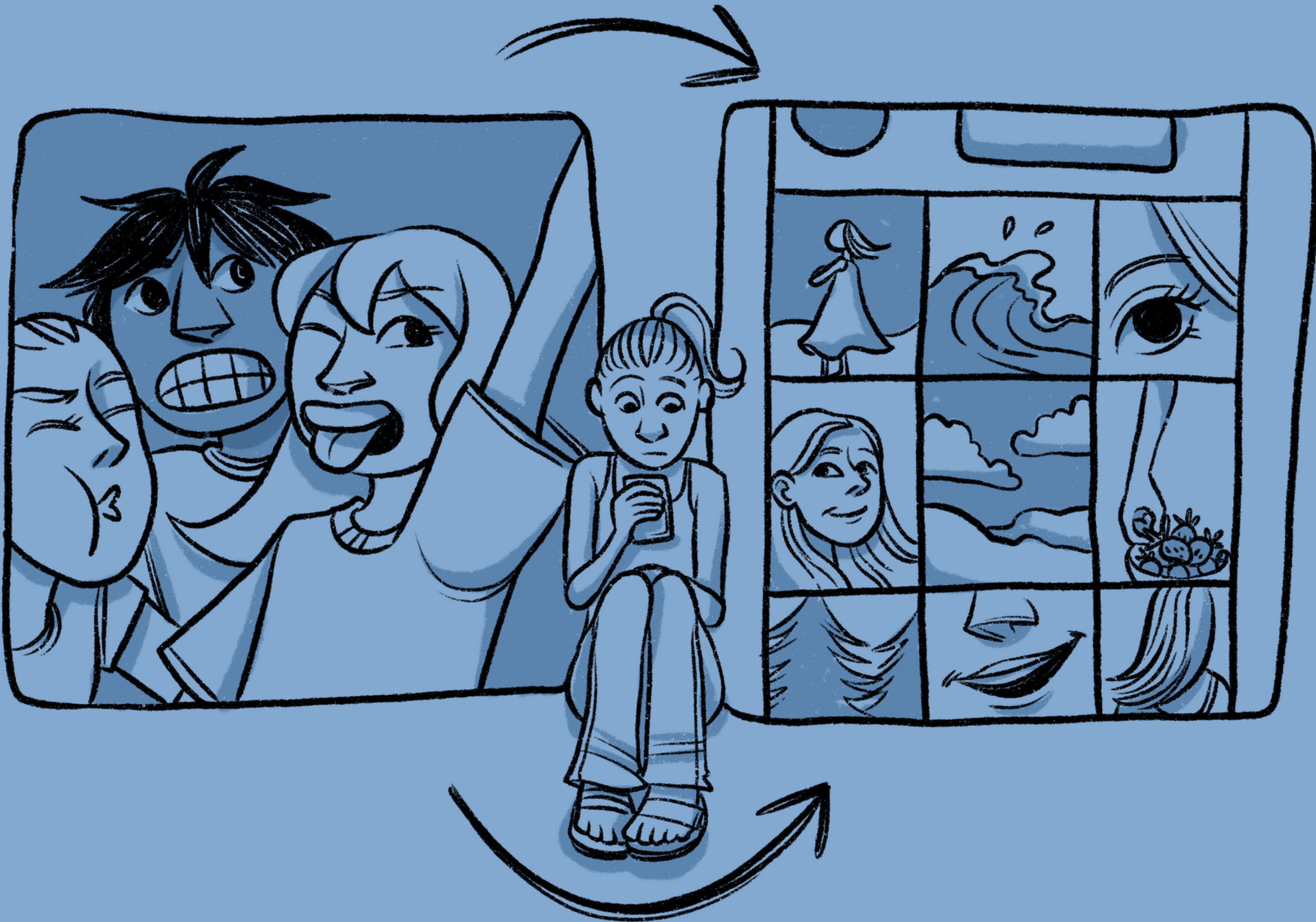


You know
the feeling
of feverishly
scrolling through
your photos
to find the
perfect one
to post.

flow



"Well, I like this one a lot..."



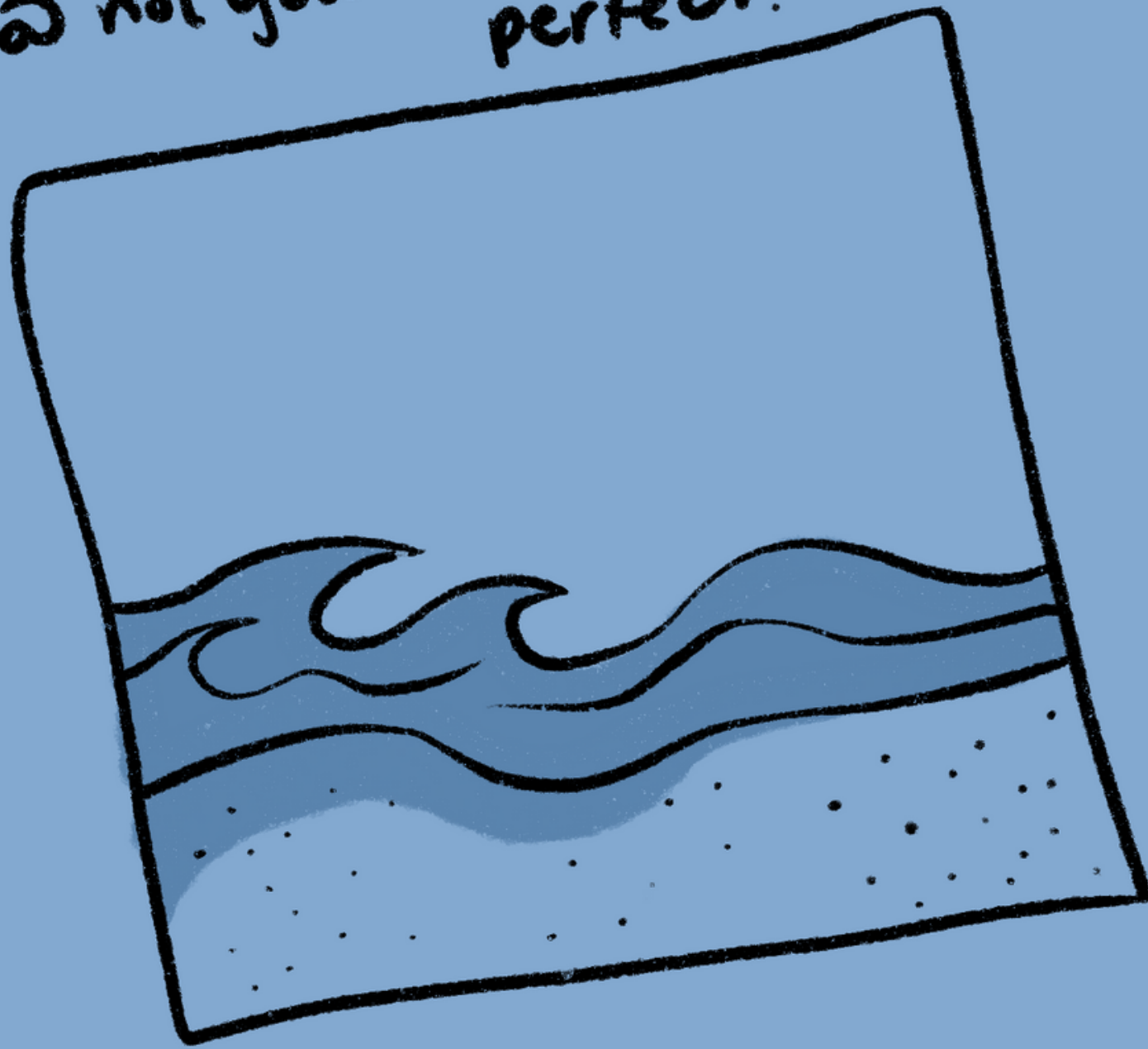
"... but it doesn't match my feed."

You want to be authentic,
you really do. Just in a
way that looks really cool
to everyone you know.





not you: my life is perfect!



Looking at the way other people take the time to beautifully curate their lives can be totally exhausting, but also make you desperately want yours to look just as good.

The truth is, life
is a lot messier
& not always
very pretty or
aesthetically
pleasing.

SSH JUST
LOOK AT
THE PRETTY
CURTAIN!



REAL
LIFE
JUNK

You don't owe anyone "true authenticity" on social media,



○ @you: woke up like this or whatever.



○ @you: living my best life ✨

but you also don't owe people a beautifully curated life either.

You are not a product to be marketed. You're a fully rounded human being, & your whole life won't fit into the same picture perfect aesthetic. In other words, it's ok to just have fun with it. It doesn't have to be that deep.

