

Sasha Pallari

Content Creator

Sasha Pallari is a creator, writer, podcast host and the founder of #FILTERDROP, the global campaign she launched in 2020 to challenge unrealistic beauty standards online. It led the Advertising Standards Authority to rule in February 2021 that filters shouldn't be used in social media beauty ads if they exaggerate a product's effect.

A trained make-up artist, Sasha has created masterclasses for Charlotte Tilbury and Clarins and consistently advocates for honesty and unfiltered online. She co-hosts the SPILL podcast with childhood best friend, Billie Bhatia, hosts the

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YouTube interview series Messy Mouth and writes a Substack. Her work has been featured by BBC News, Vogue, Stylist and Grazia.

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