

Pretty Perfect Products

OUR VISION AND MISSION

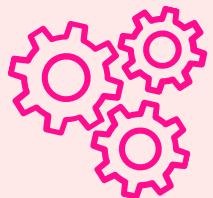
Our vision: To create a balance everyday life for women.



PPP envisions a world where women have simple tools to gain clarity and create the balance they crave in their everyday lives.

Why? Because perfect doesn't exist.

Juggling work and life is difficult for women, because they have been conditioned by societal expectations into feeling the pressure to have the perfect work-life balance and excel in all of their different roles. This can hinder their path to fulfilling their true desires.



Our mission: Simple yet effective products.

PPP creates simple yet effective products, which help women gain clarity, prioritise, and manage their time.

Pretty Perfect Products is a brand which is looking to reach a wider audience, to share its message, content and products to ensure all women that require support managing time, planning and organising, get it.

We make products to make life easier. Everything we create is to help women gain clarity, prioritise and manage their time. All our products are designed and rooted by "striving for balance".

AS SEEN IN

Daily Mail

BBC goodfood

5

The Guardian

JACQUELYN'S STORY

I'm Jacquelyn, a mummy, wife and former secondary school teacher. I have always relied on planning and organising to bring a sense of sanity to my chaotic days.

Having juggled mum life, a home life, a teaching job and a business, I can honestly say I couldn't have done all of this without a plan.

During lockdown, I was struggling with juggling all of the various different aspects of my life – from teaching to meal prep, personal care, family life and beyond. I couldn't manage my time effectively, and needed to find a planner that enabled me to keep track of everything in one place, but there was nothing on the market.

So I decided to make my own, and Pretty Perfect Products was born. We've experienced phenomenal growth over the last few years and thanks to our amazing community, I am now running Pretty Perfect Products full time – my absolute dream come true!



*"There are dreamers and there are planners.
The planners make their dreams come true."*

Although I love "getting stuff done", I want to remind everyone that life is not only about working, but also about living and striving for some balance. My entire range of planners is centred around time – valuing time, saving time, time management and prioritising time.

"There is never enough time to do everything, but there is always enough time to do the most important thing" – Brian Tracey

Fast forward four years, and I've been lucky enough to bring on an incredibly talented team who make Pretty Perfect Products who we are today. Get to know them below!

Pretty Perfect Products

WHAT MAKES US DIFFERENT?

At Pretty Perfect Products we believed that we have redefined the planner experience with a unique approach tailored to your lifestyle. What sets us apart from the sea of planner businesses out there? **Let's dive into our distinct USPs:**

Undated Products for Zero Waste: At Pretty Perfect, we believe in sustainability without sacrificing functionality. That's why all our products are undated, eliminating the pressure to conform to a specific timeline. With us, there's no more wasted pages or guilt over missed days. You use your planner when it suits you, not the other way around.



Encouraging Time Outs: We understand that not every day is a planner day. Our philosophy embraces the importance of taking breaks and stepping back from the daily grind. Pretty Perfect planners aren't just tools; they're companions that encourage balance and mindfulness in your life.



Comprehensive Guides and Intros: Ever felt overwhelmed by a new planner? Not with Pretty Perfect. We provide detailed guides and introductions at the front of all our products, ensuring you get the most out of your planner from day one. Whether you're a seasoned planner pro or just starting your journey, we've got you covered.



Engaging Social Content: Follow us on social media for a wealth of inspiration, tips, and tricks. We're not just a brand; we're a community dedicated to helping you navigate life with ease and style. Join us for live streams where we talk you through our products, answer your burning questions, and share our passion for planning.



Continuous Support and Education: Our commitment doesn't end with your purchase. We're here to support you every step of the way, offering ongoing education and resources to elevate your planning experience. From tutorials to community chats pages, we've got everything you need to make your Pretty Perfect planners truly shine.



Pretty Perfect Gestures: Our commitment goes beyond our products. Giving back is an essential part of who we are, and each month we carry out a Pretty Perfect Gesture – from small, thoughtful acts to larger community initiatives. These gestures allow us to support others, share kindness and make a positive impact, reflecting the values at the heart of Pretty Perfect Products.



Nov 28, 2025
12 Days of Giftmas: Our Plan to Give Back



Oct 01, 2025
PPP x One Love Project: September's Gesture



Sep 01, 2025
Helping SEN Students Feel at Home



Pretty Perfect Products

TESTIMONIALS / REVIEWS

We are on a mission to promote organisation, one task at a time. The positive impact our products have had on our customers is amazing, I receive so many messages expressing how our planners have truly changed my customers lives, saving them significant time and energy.

“

I saved how much!!

This Budget Planner has literally saved me, I have a better relationship with money and couldn't believe how many things we had signed up for a while ago and didn't even use anymore but still paid for!

It's amazing to write it all down and visually see where your money goes, I've started the new year with keeping track of my weekly spends too. I am also obsessed with the saving challenges at the back of the budget and have started two already for 2024 and have already saved £60.00 and I'm feeling good. Before the planner I would be left with nothing at the end of every pay check but now I have money to treat myself and Money to save!

Jess ★★★★★

Pretty Perfect Products
is rated **Excellent**

Based on 444 reviews



★ Trustpilot

Pretty Perfect Products is rated "Excellent" with 4.9 / 5
on Trustpilot

Do you agree with Pretty Perfect Products's TrustScore? Voice your
opinion today and hear what 444 customers have already said.

Trustpilot

”

Could not live without!

I definitely now cannot live without this product! Working two jobs and running a home, this product has helped organise the day so much better!

It also allows me to allocate set time to task helping with the productivity of that task, knowing I need to aim to get it done within a set time.

It's also allowed me to analyse where I might be spending too much time and tasks that might actually not take up as much time as thought

Lucy ★★★★★

”

Pretty and Perfect!!

It's a really beautiful Planner, and has everything you need and more in it with lots of helpful tips to get started! It's the ultimate beginner friendly planner to having a more organised life!

Roxanna ★★★★★

Pretty Perfect Products

COLLABORATIONS AND FEATURES

We are honoured to have been featured in prominent UK newspapers and magazines, where we have shared our story, offered valuable tips, and shared effective productivity strategies. We have even collaborated with some famous faces too!



Alison Hammond

FEATURED IN:

Daily Mail

OK!

Mirror

ideal
HOME SHOW

95-106
CAPITAL
FM
THE UK'S NO.1 HIT MUSIC STATION

THE ONLY WAY IS
ESSEX

THE TIMES

5

THE
Sun

EL
ESSEX LIFE

We have collaborated with so many content creators over the years, head to our socials to check out all of our collaborations!

Instagram - [@prettyperfectproductsld](https://www.instagram.com/prettyperfectproductsld)
TikTok - [@prettyperfectproducts](https://www.tiktok.com/@prettyperfectproducts)



Pretty Perfect Products

HOW WE MEET THE NEEDS OF OUR TARGET AUDIENCE

Pretty Perfect Products creates undated planners and organisation tools designed for women aged 25–55 who are balancing work, life and everything in between. With thoughtful guidance built in from the start, our products help women stay organised, focused and in control – supporting productivity, clarity and confidence in both personal and professional life.

Efficient Organisation: Our planners and organisational tools are meticulously designed to streamline the organisational process. We ensure that our products make it easy for women to manage their schedules, tasks, and responsibilities effectively.

Individuality and Flexibility: We know every woman organises her life differently. That's why Pretty Perfect Products offer flexible options, from blank templates and guided challenges to practical usage tips, allowing each woman to personalise her planner to suit her lifestyle and preferences.

Quality Construction: Our products are built to last. We use high-quality materials and rigorous testing to ensure that our planners and organisational accessories withstand the demands of daily use. Women can trust that our products will maintain their functionality and durability over time, providing reliable support in managing their busy lives.

Time-Saving Features: We know that time is precious for women balancing multiple responsibilities. That's why Pretty Perfect Products incorporate time-saving features such as pre-printed templates, quick-reference guides, and efficient layouts. These features help women save time and effort while organising their schedules and tasks, allowing them to focus on what matters most.

Guided Planning Experience: All of our products are undated, so women can pick up and put them down at ease without worrying about wasting pages. Additionally, we provide guidance at the start of each planner, walking women through the features and functionalities to ensure they feel confident and empowered from the very beginning of their organisational journey.