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# Goop brings readers fair and accurate information about the places, items and concepts we love. Your trust is very important to us.

The information shared in our weekly publication is purely editorial. Every issue is written by goop editors and features places, items, and concepts that we love and believe in, meaning that we believe they are worthy of your time, energy, and money. No one can pay goop to be included in our editorial content.

On occasion, we receive a preferential editorial rate or a free experience as part of the review process. This in no way impacts our decision about coverage: It will only be included in a story if it is worthy and ultimately, goop-approved. We will never suggest or recommend sub-par experiences.

We also, on occasion, use selective affiliate links, which means goop may earn a commission from the site linked to if you make a purchase via the link. The price you pay is unaffected by whether you click through from goop (i.e., on an affiliate link), or go directly to the vendor's website using a non-affiliate link. We only use an affiliate link on items we love, and would include regardless.

## Goop Product Collaborations

It is part of goop's DNA to collaborate with designers, labels, and brands we love on exclusive or other products we think are perfect for our goop audience. These e-commerce partnerships are an essential part of goop. We do receive a portion of sales for all items that are sold on goop. Nobody can pay to collaborate with goop—these partnerships are driven purely by our desire to work with a designer, label, or brand.

# Sponsorship

On the rare occasion when goop works with a brand to bring you a unique sponsored issue (where goop does get paid by the sponsor for being featured in the weekly publication) we will always tell you. Please note that we will only allow brands that we like and trust to sponsor an issue, and the content will always be our own (sponsors don't write goop issues, we do). Paid or sponsored links—distinguished from affiliate links because an advertiser has paid, in advance, for the consideration—which are embedded in our editorial content will always be clearly identified as such.

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