

8/31/2026

Rosy Soil Collab With Hilton Carter

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In a mashup made in heaven, respected houseplant author and stylist Hilton Carter (who has nearly 700,000 followers on Instagram) has partnered with Rosy Soil to create his own limited edition blend. I asked Founder Chad Massura how the collaboration came about.

“It came together fairly naturally—Hilton has been a friend and a fan of the blends for years now and started mixing a few of our blends together to make his own custom mix,” Chad said. “From there, we spent about six months honing the custom blend, putting it through its paces in some of his projects and installs, and finally get to share it with the world!”

The organic product is called Hilton Carter's Signature Blend, and features biochar and worm castings in a peat-free soil to provide the drainage, aeration and moisture balance Hilton needs for his own plants. It's available in a 4-qt. bag. [See his Instagram post announcing the blend.](#) **GP**