



# joyful beauty

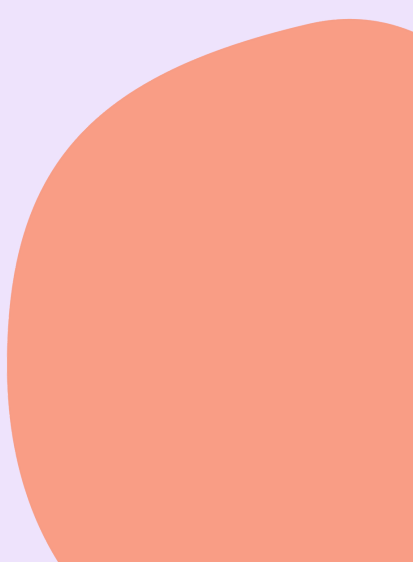
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**By Joy Blenman**

What's more beautiful than  
becoming yourself?

Beauty, hair loss, lifestyle  
and self-empwoerment

[www.joyfulbeauty.ca](http://www.joyfulbeauty.ca)





# Joy Blenman

BEAUTY | HAIR LOSS | EMPOWERMENT | LIFESTYLE



[@JOYFULXBEAUTY](#)

2.4K



[Joyful Beauty](#)

1.4k

37%

Canadian

33%

American

88%

Women

## MY MISSION

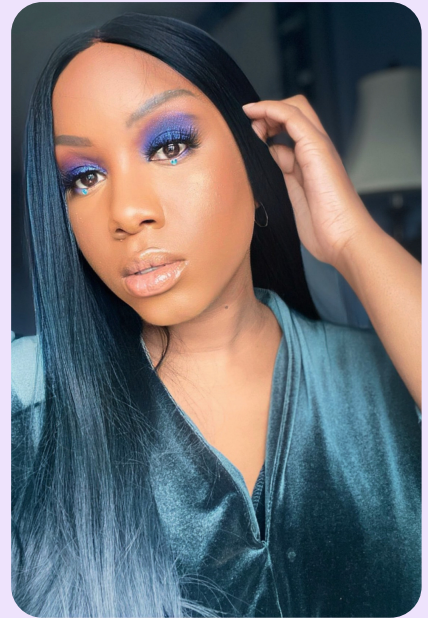
Hello, I'm Joy Blenman. I am a Toronto-based writer who is bald, black, and beautiful. As someone who has alopecia, I struggled with self-worth and identity issues growing up; I didn't always introduce myself with this much clarity and confidence.

That's why in 2020, I started Joyful Beauty. Joyful Beauty is a digital space where I share beauty, style, alopecia, and inspirational content. My mission is to help others rediscover their unique beauty because what's more beautiful than becoming more you?

My audience is composed primarily of millennial women (25-34). They live mainly in Canada (37%), America (33%) and the UK (8.5%). However, I've connected with audiences around the globe, including followers from Australia and Nigeria. My engagement rate is 7% on Instagram and 12% on YouTube.

## AS SEEN IN





## SERVICES

INSTAGRAM POSTS

SPONSORED YOUTUBE  
VIDEOS

SPONSORED BLOG POST

INSTAGRAM STORIES

INSTAGRAM REELS

SPEAKING  
ENGAGEMENTS

WRITING

AFFILIATE MARKETING

## PREVIOUS COLLABORATIONS

*goodfood*  
THE  
WIG FIX  
THE RENATURAL

**BITE**

VELOUR™  
*bend*  
BEAUTY

**TLB**™  
THE LIP BAR

**MERIT**