



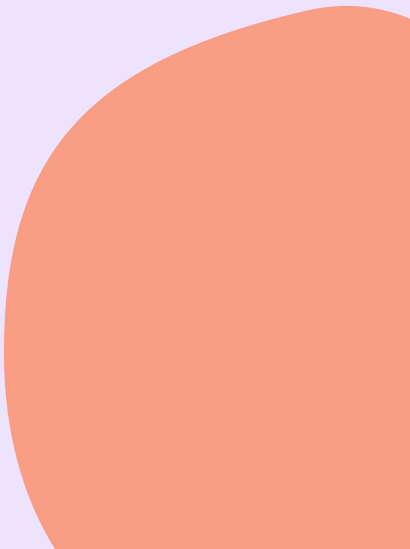
joyful beauty

By Joy Blenman

Let's grow and glow together

Beauty, hair loss, lifestyle
and self-care

www.joyfulbeauty.ca





Joy Blenman

BEAUTY | HAIR LOSS | SELF-CARE | LIFESTYLE



@JOYFULXBEAUTY

2.4 K



Joyful Beauty

1.4 k

37%

Canadian

33%

American

88%

Women

6%

IG
Engagement

12%

YouTube
Engagement

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 people learn self-care and makeup tips and rediscover their unique beauty. I share content about beauty, style, alopecia, and self-care on this platform.

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.





SERVICES

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VELOUR BEAUTY

BEND BEAUTY

THE LIP BAR
(TLB)

THE WIG FIX

MERIT BEAUTY