



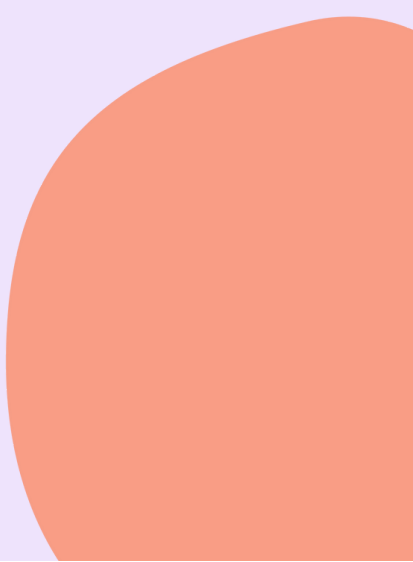
# joyful beauty

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By Joy Blenman

What's more beautiful than  
becoming more you?

Beauty, hair loss, self-care  
[www.joyfulbeauty.ca](http://www.joyfulbeauty.ca)





# Joy Blenman

BEAUTY | HAIR LOSS | EMPOWERMENT



@JOYFULXBEAUTY

2.6K



Joyful Beauty

1.6k

37%

Canadian

33%

American

88%

Women

## MY MISSION

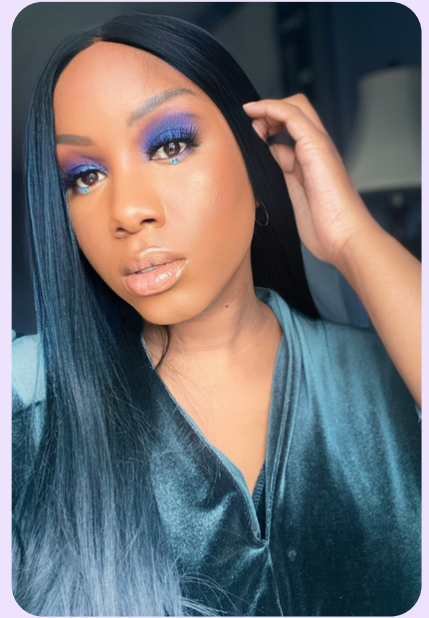
Hello, I'm Joy Blenman. I am a Toronto-based writer who is bald, black, and beautiful. As someone who has alopecia, I struggled with self-worth and identity issues growing up; I didn't always introduce myself with this much clarity and confidence.

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

SPONSORED INSTAGRAM  
POSTS

SPONSORED YOUTUBE  
VIDEOS

MODELING

SPEAKING  
ENGAGEMENTS

WRITING

AFFILIATE MARKETING

## PREVIOUS COLLABORATIONS

*goodfood*

THE  
WIG FIX  
THE RENATURAL

bend  
BEAUTY

TLB<sup>™</sup>  
THE LIP BAR

VELOUR  
MERIT