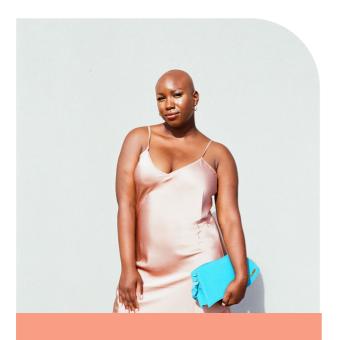
MEDIA KIT

CREATOR, WRITER, MODEL



- © 2.7 K FOLLOWERS
- 7% ENGAGEMENT RATE
- 1.7 K
 SUBSCRIBERS
- CHANNEL VIEWS

About Me

Hello, I'm Joy Blenman. I am a Toronto-based writer and content creator. As someone who has alopecia, I struggled with self-worth and identity issues growing up. That's why I started Joyful Beauty — a digital space where I share beauty, self-love and lifestyle, content. My mission is to help others rediscover their unique beauty because what's more beautiful than becoming more you?

As Seen On

















62.6%

WOMEN AGE 25-34





33%

AMERICAN



WEEKLY REACH

Instagram Demographics

My Instagram audience is composed primarily of Millennial and Gen X women who live in North America. However, I've connected with audiences around the globe, including followers from Australia and Nigeria.

My followers are generally the primary decisionmakers in their household. They enjoy buying makeup, skincare, haircare, athliesure, every day luxury clothing, and books. Moreover, they have a preference for companies that are eco-friendly, and socially responsible.

Like me, several of my followers have alopecia and are interested in products that can help them with their hair loss including: wigs, hair toppers, extensions, false lashes, and brow products.

Previous Collabs







goodfood VELOUR

@JOYFUL BEAUTY

BEAUTY. SELF-LOVE. LIFESTYLE

MY PLATFORMS

Instagram
YouTube
Blog

SERVICES

Sponsored Reel/TikTok/Short
Sponsored YouTube Video
Product photography
Static Instagram Post
Instagram Story
Modelling
Speaking Engagements





