



Abeer Sinder

Saudi Model & Beauty Influencer

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Who is Abeer Sinder

Abeer Sinder is a Saudi model and beauty influencer who has made her mark as one of the first Saudi women of African descent to achieve widespread recognition in fashion and beauty. Born on March 3, 1994, in Riyadh, her unique heritage has given her distinctive features and a powerful presence. From a young age, Abeer faced comments about her dark skin tone, but instead of letting them hold her back, she became a positive voice for self-confidence and embracing individuality. She began her journey on Instagram, sharing her looks in both traditional and modern styles, and quickly became known for her radiant smile and natural beauty—challenging conventional beauty standards in her community. Abeer's breakthrough came when she modeled in local advertising campaigns, eventually becoming the face of global beauty brands in Saudi Arabia. Her content spans skincare and haircare tips for women with dark skin, personal product reviews, and glimpses into her family life. In 2019, she married British martial arts trainer Liam O'Brien, and their story resonated widely as a successful example of cross-cultural marriage. Abeer often shares moments with her husband and their first child, born in 2021, highlighting her warm and authentic approach to motherhood.

Achievements of Abeer Sinder

Abeer Sinder has achieved significant milestones, becoming a symbol of diverse beauty in the Arab world. In 2017, she was selected as a TEDx speaker at a university in Jeddah, where she shared her journey of self-acceptance and breaking beauty stereotypes, inspiring many with her positive message. In 2018, she was honored by a leading fashion magazine at their annual beauty awards as an icon of unique beauty, recognizing her role in empowering young women to embrace their natural beauty. On the global stage, Abeer became one of the Arab region's ambassadors for Fenty Beauty—the inclusive beauty brand launched by Rihanna. Her appearances in Fenty campaigns cemented her status as a world-class Saudi model. Beyond modeling, Abeer launched her own skincare line, "AS Skincare," designed specifically for women with dark skin, leveraging her expertise and personal experience to address their unique needs. This venture established her as a young entrepreneur in the beauty industry. Abeer also made her acting debut with a supporting role in a Saudi historical drama series in 2020, becoming one of the first Saudi actresses of African descent in modern television—a performance praised for its authenticity. Committed to social impact, Abeer has used her platform to participate in anti-cyberbullying campaigns, sharing her

own experiences and encouraging others to stand strong against negativity. Today, Abeer Sinder is more than a beauty influencer—she is a trailblazer for Saudi women's empowerment, and her message of self-love continues to inspire many.

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