



Aliona

Belarusian Entrepreneur & Content Creator

2000 - Russian - United Arab Emirates

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Who is Aliona

Aliona Shcherba, widely known as Aliona Ess, is a Belarusian entrepreneur and content creator based in the United Arab Emirates. Although born in Belarus, she was raised and spent most of her life in Saudi Arabia. Her journey into content creation began spontaneously in 2022 after her marriage to Jordanian national Yazan Abweny. A TikTok video they created together during their first month of marriage went viral, gaining millions of views within hours. This initial success quickly evolved into a full-time career, with Aliona becoming known for sharing insights into her daily life, beauty, fashion, and family. She often creates content with her husband, and they have a son named Zayan. Expanding her professional portfolio, Aliona ventured into entrepreneurship by launching her own beauty brand, Aliona Cosmetics, which focuses on clean, science-backed formulas for hair, lashes, and brows. She also co-founded an abaya collection called AIRaz with her friend Razan EISalhat and is a published author.

Achievements of Aliona

Aliona has achieved significant entrepreneurial success with the launch of her own brand, Aliona Cosmetics. The Dubai-based company is dedicated to creating clean, effective, and science-driven beauty solutions. Its standout product, the Lash & Brow Growth Serum, has become a bestseller, praised for delivering visible results. Adding another milestone to her career, Aliona authored and published her first book, offering an intimate look into her personal reflections and life experiences. This venture allowed her to connect with her audience on a deeper level. She also co-founded an abaya brand named AIRaz with her close friend. Her content creation career began with a viral moment in 2022. A spontaneous TikTok video made with her husband, Yazan Abweny, garnered millions of views shortly after being posted. This event launched their joint career as digital creators and attracted the attention of major agencies in Dubai.

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