



Amal Al Ansari

Beauty Expert & Saudi Fashion Influencer

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Who is Amal Al Ansari

Amal Al Ansari is a renowned Saudi beauty expert and fashion influencer, recognized as one of the most prominent figures in the Gulf's beauty scene on social media. Born on July 2, 1986, and raised in Saudi Arabia, she comes from a family known for its active presence online—her sisters, including Fatima Al Ansari, are also Instagram celebrities. Amal's passion for makeup and art began in her teens, when she would style her friends for special occasions and experiment with creative looks. This hobby evolved into a professional career after she attended advanced training workshops and earned certifications from leading beauty institutes, equipping her with top-tier technical skills. Amal rose to fame on Snapchat, where she shared her daily skincare routines and detailed makeup tutorials in a relatable, friendly style that resonated with her audience. She is known for her elegant, soft makeup looks tailored to Gulf women, often appearing in stylish hijab wraps that complement her outfits. Her commitment to modest fashion, paired with her success in the beauty industry, has made her a role model for conservative women. Over time, Amal's presence grew on Instagram, where she surpassed one million followers, sharing professional makeup sessions and highlights from social and entertainment events.

Achievements of Amal Al Ansari

Throughout her career, Amal Al Ansari has achieved several milestones that cemented her status as one of the region's leading beauty experts. She was named "Best Saudi Makeup Artist" in 2018 by a popular online magazine poll, reflecting the strong trust and admiration of her followers. Amal has also served as a brand ambassador and beauty face for several global skincare and makeup brands. Notably, she partnered with MAC Cosmetics to launch a new lipstick collection in the Gulf, appearing in promotional campaigns and hosting meet-and-greet sessions in MAC stores. Beyond her digital presence, Amal is dedicated to nurturing young talent, conducting in-person and virtual workshops to teach makeup fundamentals to beginners, and encouraging Saudi women to pursue the field professionally. In 2020, she launched her own beauty studio in Riyadh, offering professional bridal and event makeup services with a trained team under her supervision—a venture that quickly gained popularity thanks to her reputation and hands-on quality control. On a personal note, 2023 saw the high-profile wedding of her sister Fatima Al Ansari to Kuwaiti artist Essa Al Marzouq, with Amal playing a key role in preparing her sister and sharing tasteful moments from the celebration with her audience. Despite frequent speculation about her

own private life, Amal keeps her personal affairs discreet. She has also faced challenges, such as online bullying regarding her appearance before and after makeup, but responded confidently by sharing unfiltered photos and emphasizing that beauty is subjective and makeup is simply an art of enhancement. Through her presence and achievements, Amal Al Ansari has proven that Saudi women can excel and lead in the beauty industry both locally and regionally.

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