



## Areej Al Nashashibi

Media Personality, Fashion & Beauty Entrepreneur, and Influencer

1991-11-17 - Jordanian - United Arab Emirates

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## Who is Areej Al Nashashibi

Areej Al Nashashibi is a Jordanian media personality and entrepreneur based in the United Arab Emirates, known for building a multifaceted career that bridges traditional media and digital entrepreneurship. Her passion for media began in childhood, leading her to earn a bachelor's degree in mass communication. She launched her career in 2014 as a TV host, gaining recognition for presenting the social program 'Feekom Al Khair,' which highlighted humanitarian issues in Jordan. She also hosted the children's show 'Resha' on Majid TV, showcasing her ability to engage audiences of all ages. As social media platforms grew, Areej seamlessly transitioned from television to the digital space, becoming one of the region's leading fashion, beauty, and lifestyle influencers. She shares diverse content focused on fashion, travel, and skincare tips, collaborating with both local and global brands. Beyond her success as a content creator, she ventured into entrepreneurship by founding 'Organix Lab,' a brand specializing in organic hair care products, leveraging her extensive experience in the beauty industry. Areej is married to Dr. Mundher Al Hairani, a dentist, and they frequently appear together in her social content.

## Achievements of Areej Al Nashashibi

Areej Al Nashashibi founded her own brand, Organix Lab, a company specializing in organic hair care products. This venture crowns years of experience in the beauty industry and collaborations with various brands, allowing her to leverage her market knowledge to create a product line tailored to her audience's needs. Before becoming an entrepreneur and digital influencer, Areej built a career in television media, starting in 2014 as the host of the social program 'Feekom Al Khair' in Jordan and the children's show 'Resha' on Majid TV, gaining early experience in TV hosting and production and building a loyal following. She has appeared in prominent media interviews on platforms such as 'Sabah Al Khair Ya Arab' on MBC1 and Sky News Arabia, discussing her journey from media to entrepreneurship and digital influence. Areej has also participated in major events and conferences and has been featured in Forbes Middle East's lists of top influencers.

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