



## Asmaa Beauty

Moroccan Beauty & Lifestyle Blogger

Moroccan - Morocco

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## Who is Asmaa Beauty

Asmaa Beauty (Asmaa Al-Omrani) is a renowned Moroccan beauty and lifestyle blogger whose influence spans YouTube, Snapchat, and Instagram. She began her journey by sharing simple beauty tutorials and natural skincare tips from her home, delivering practical advice in Moroccan dialect that resonated with women across the country. Asmaa later expanded her content to include personal insights as a wife and mother of two daughters, earning the trust and admiration of a wider audience who see her as a role model for women balancing self-care and family life. With over 4 million YouTube subscribers, Asmaa Beauty's videos consistently achieve high viewership in Morocco and throughout the Arab world, thanks to her genuine and relatable style. On Snapchat, she offers glimpses into her daily life, sharing moments with her young daughters and her experiences managing a Moroccan household and kitchen. This authentic engagement has made her a close confidante to her followers, who eagerly await her home tips and beauty inspirations. Asmaa was named "Best Family Content Creator" in Morocco in 2020. She also launched her own line of natural beauty products under her name, which has been well received in the local market. Asmaa Beauty's success reflects the journeys of many Arab female influencers who have transformed simple ideas into thriving businesses and public personas through dedication and authentic content.

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