



Joelle Mardinian

Media Personality & Beauty Expert

Lebanese - United Arab Emirates

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Who is Joelle Mardinian

Joelle Mardinian is a Lebanese media personality and beauty expert based in the UAE, recognized as one of the most influential names in the Middle Eastern beauty industry. She began her career as the host of the beauty show "Joelle" on MBC, gaining widespread fame for her expertise in makeup and transformative beauty. With her dynamic presence, Joelle built a beauty and wellness empire, founding the "Clinica Joelle" chain of medical beauty centers across several Arab countries and launching her own cosmetics brand, "Joelle Paris." With over 20 million Instagram followers and millions more on Snapchat, Joelle shares her life as a mother, wife, and entrepreneur. Her candid videos—often without makeup or during beauty procedures—spark conversations about self-confidence and authentic beauty. Known for her honesty and transparency, Joelle openly discusses her personal experiences and transformations, earning the trust of countless women. She has received numerous awards as a top beauty influencer and is a sought-after ambassador for luxury brands. Joelle's strong media presence and passion for beauty have turned her name into a successful brand and an inspiring example for Arab women achieving professional success through new media platforms.

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