



Sarah Hammoud

Content Creator, Entrepreneur & Mental Health Advocate

1999 - Lebanese - Lebanon

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Who is Sarah Hammoud

Sarah Hammoud is a Lebanese content creator and entrepreneur who has emerged as an influential figure in the beauty, fashion, and mental health advocacy spheres. A graduate with a degree in Radio and TV, she began her social media journey during the COVID-19 pandemic, quickly gaining recognition for her spontaneous and comedic approach to creating innovative beauty content. Hammoud's work extends beyond beauty tips; she openly shares her personal stories and struggles with mental health, stemming from a difficult childhood. Her goal is to break the stigma surrounding mental wellness and to empower her followers, particularly women, to express themselves and pursue their ambitions. She is the founder of the cosmetics brand "My Heaven Beauty," which is built on the principles of vegan and cruelty-free products, offering high-quality, ethical makeup. In addition to her content creation and entrepreneurial ventures, Sarah has demonstrated a strong commitment to humanitarian and community work. She is a civil defense volunteer and has been actively involved in relief campaigns to aid displaced people in Lebanon. Expanding her professional portfolio, she ventured into acting by featuring in the music video for "Wala Yemak" by Egyptian artist Tamer Hosni, adding a new dimension to her career.

Achievements of Sarah Hammoud

Sarah Hammoud launched her own cosmetics brand, "My Heaven Beauty." The brand focuses on offering 100% vegan and cruelty-free products, with its debut product being the "Heavenly Tint," reflecting her vision of merging beauty with ethical practices. She was featured as an actress in the music video for the song "Wala Yemak" by renowned Egyptian artist Tamer Hosni. This collaboration provided her with significant exposure to a broader audience beyond her social media following and highlighted her acting talents. Hammoud collaborated with the famous Lebanese makeup artist Bassam Fattouh for one of his Ramadan campaigns. This partnership marked a significant milestone in her career, solidifying her position as a prominent beauty content creator in the region. Known for her active role in humanitarian efforts, Sarah is a volunteer with the Lebanese Civil Defense. During the bombing campaigns in Lebanon, she joined a group of influencers to provide aid to displaced families, demonstrating a strong commitment to her community in times of crisis.

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