



Youmna Khoury (youmi)

Entrepreneur and Founder of Youmi Beauty

1997 - Lebanese - United Arab Emirates

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Who is Youmna Khoury (youmi)

Youmna Khoury, widely known as "Youmi," is a prominent Lebanese entrepreneur and beauty industry influencer based in Dubai, UAE. She began her career as a beauty and lifestyle content creator, building a loyal audience by sharing her personal experiences with authenticity. Leveraging this influence, she founded her brand, Youmi Beauty, in 2017, which initially launched as an e-commerce platform called "Youmi Online Shop" specializing in colored contact lenses. After a two-year hiatus dedicated to rebranding and sourcing high-quality international suppliers from Italy, South Korea, and China, Khoury relaunched the brand with a renewed vision. Youmi Beauty expanded its product line to include a diverse range of premium items such as hair extensions, false eyelashes, and styling tools, later venturing into skincare, body care, and fragrances. Prior to her digital entrepreneurship journey, she gained practical industry experience by opening her first salon, The Onyx, in Beirut. Beyond her commercial success, Khoury is committed to philanthropy through the Youmi Foundation, which allocates a percentage of sales to support humanitarian causes, with a particular focus on children's education in Lebanon.

Achievements of Youmna Khoury (youmi)

Youmna Khoury founded and successfully scaled Youmi Beauty from a nascent online shop into a leading cosmetics company in the GCC and MENA region. The brand has achieved significant financial growth, with Forbes reporting its revenue reached \$2.7 million in 2024, followed by a 60% increase in the first nine months of 2025 compared to the previous year, highlighting her successful expansion and product development strategies. In recognition of her business acumen, Khoury was named to the Forbes Middle East 30 Under 30 list for 2025 in the Commerce & Finance category. This prestigious acknowledgment underscores her impact as a young leader who has built an innovative and successful brand in a competitive market. Khoury demonstrates a strong commitment to social responsibility through her Youmi Foundation, which dedicates 25% of all sales to charitable initiatives. In 2024 alone, the foundation took responsibility for supporting the education of 5,000 students, showcasing her dedication to making a tangible, positive impact on her community.

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