

MUNA ZIDAAN

@munazidaan — bilingual Arabic-English creator

Arab women across North America and the MENA region follow Muna for one reason: **she only recommends what she'd buy twice**. Beauty, wellness, motherhood, and an organized life, in two languages, with zero scripted hype.

210K

INSTAGRAM FOLLOWERS

11.5M

VIEWS / 30 DAYS

1.8M

UNIQUE VIEWERS

+12K

NEW FOLLOWERS / 30 DAYS

ALSO ON Facebook · 8M views & 42.7K new followers in 28 days | TikTok · **@munazidaan**

THE AUDIENCE

Arab women in Canada (Vancouver, Montreal, Ottawa, Toronto) and across the MENA region. An engaged community most Western beauty campaigns never speak to directly, and Muna speaks to them in their own language.

CONTENT PILLARS

Beauty & skincare

Wellness & iron-health journey

Motherhood & lifestyle

Organization & fashion

PROOF, NOT PROMISES

01

The hair carousel

142K views, 7.8K saves on products most of which sit on Shoppers Drug Mart shelves. Saves are shopping intent.

02

The month in numbers

18 reels, 30K saves, 53K shares in 30 days. An audience that doesn't just watch, it acts.

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