



Journeys

INSPIRING OTHERS ONLINE

By Dani G

The beauty influencer (@danigmakeup) shares how embracing alopecia led her to building an online presence and creating a community

My journey with alopecia started when I was only 18 months old. What began as a small patch of hair loss and a higher hairline, gradually led to getting diagnosed with alopecia areata (partial hair loss), then alopecia totalis (scalp hair loss) and finally alopecia universalis (loss of all body hair) at 14 years old. I think a lot of people who have alopecia will say losing their brows and lashes is the hardest part. Even though I wasn't unhealthy, it made it seem like I was to others.

Growing up, I loved doing make-up, but I never saw anyone who looked like me that I could learn from. I decided to create my own Instagram account in high school and the first video that happened to go viral was of me doing my eyebrows. I started to give my social media more focus during the Covid-19 lockdowns and that's when I started to see it grow. My videos weren't only helping those with alopecia, but educating those who hadn't heard of it. It was really rewarding to see the impact that I was having by just being myself. I've always felt like my purpose was to do something better with what I've been given.

My favourite type of content to create combines me doing my make-up, while

DANI'S ADVICE FOR ASPIRING CONTENT CREATORS

1

OVERCOME FEAR OF JUDGEMENT

The biggest hurdle is getting over what others might think, because you can't please everyone.

2

BE CONSISTENT

Your content won't take off if you don't take the time to post often.

3

FIND YOUR NICHE

Individuality and genuine interest in your content, as opposed to just following trends, will shine through.



discussing aspects of alopecia people might not know. It's fun and engaging, but also educational. I love challenging myself, and content where I'm getting ready on the train or applying a wig in public forces me to step outside of my comfort zone. Some people don't feel comfortable putting the bin out without a wig on, so my content aims to help them in their personal journey.

Since quitting my full-time job last year, I receive loads of DMs and comments daily about the content I create and how it might have helped someone out. Whether it's how to apply lashes or use eyebrow transfers, I don't just stand for me and my personal growth anymore, I stand for a whole community of people that should be better represented.

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