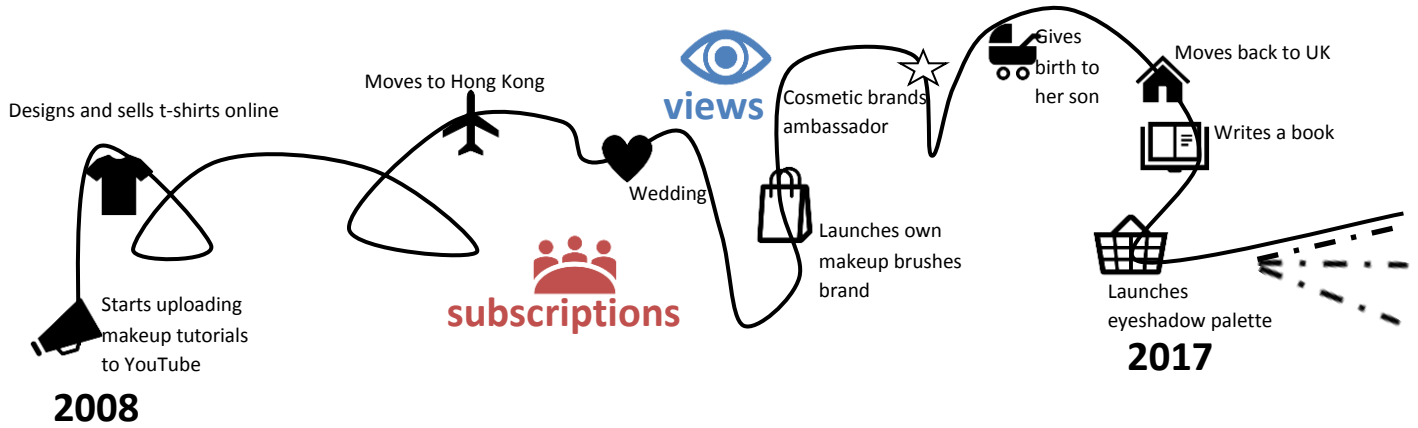
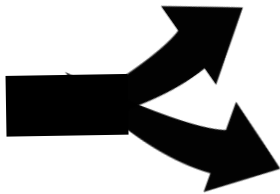


# The Digital Media Phenomenon of YouTube Beauty Gurus: The case of Bubzbeauty



## FAME CYCLE - POPULARITY AND LIFE MILESTONES



## CONTENT AND USES

