

Joanne Browne

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While working as a reflexologist and a Holistic therapist, Joanne noticed a huge gap in the market for something more convenient and travel friendly in the perfume industry.

In July 2016, Joanne turned her passion for essential oils into a business when she launched Jo Browne. The Jo Browne range has grown extensively with three solid perfumes available and two colognes, as well as a cleansing balm, a bamboo facecloth and luxury soap containing bamboo silk.

All fragrances are individually handmade by Joanne in her home studio Hacketstown, County Carlow, using organic beeswax and all the packaging is made from eco bamboo.

Working with her fellow ACORNS participants has given Joanne the support and confidence to build and expand her business.

Established just two years ago, Joanne has already won many awards for her internationally renowned brand, including the RSVP awards for best fragrance 2018 and best solid perfume 2017, the overall gift category at Showcase 2017, the Bank of Ireland Start Up Awards and the Best Beauty Company in Ireland with the Irish Country Magazine.

Jo Browne products are now available in over 100 high-end stores in Ireland including the Kilkenny Shop and Avoca branches around the country.

The Jo Browne name is also making an impact abroad with products stocked in countries like the UK, the US, Canada, Australia, New Zealand and Dubai. This international success will also see Joanne open an office in Singapore to cater for the Asian market.

In September 2018, Jo Browne is set to launch a new serum containing bamboo tree extracts.