

## Geraldine Byrne

### *Mediskin*



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**MEDISKIN**  
SKIN | LASER | WELLBEING

Since setting up her first business, Mediskin, in 2014, Geraldine Byrne has grown it into a successful multi-award-winning skincare clinic and added a new product line and a second company to her business repertoire.

Clients from all over the country travel to Nenagh, Co Tipperary to avail of Mediskin's results-based treatments. Through her day-to-day work with her clients, Geraldine spotted a gap in the market for a specialised cosmeceutical product range.

Armed with 14 years' experience working in the fields of advanced skincare systems, and having listened to the wants and needs of her Mediskin clients, Geraldine is now formulating her own range of cosmeceutical skincare products, Skin Formulas.

Sharing her passion for products with clients and other businesses has always been one of Geraldine's values.

It's one that gave birth to her second business, The Joneses, which she launched earlier this year. The Joneses, an e-commerce store, distributes high-quality products nationally and internationally to other salons and clinics.

Taking part in ACORNS has given Geraldine a whole new approach to how she runs a business. Having successfully set up two of her own, she's also committed to helping other independent salons and clinics grow and thrive.

She helps them achieve this through The Joneses' mentorship training programme, The Joneses Effect.

Geraldine has won several awards including Business Woman of the Year 2015, and 2016, and again in 2018 under the Small SME category. This year, she also won the Business Gamechanger Award in the Salon of the Year Awards.

With a team of eight between Mediskin and The Joneses, Geraldine's next step is to launch Skin Formulas and continue her mission to make people feel good about themselves through healthy skin.

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***