

## Laura Moloney

### *Laurel the Salon*



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Having grown up with four older sisters, Laura was often the guinea pig for their make-up trials. This instilled in her a love of experimenting with beauty products and, by the time she reached primary school, she knew she wanted to be a beauty therapist.

Laura studied Beauty Therapy in Waterford College of Further Education and went on to work for various salons in Dublin and Tipperary.

She later completed a diploma in tutoring and, in 2014, she started working part-time as a beauty therapy tutor. The hours weren't enough to keep her busy, so Laura registered as a mobile therapist.

After building her clientele through social media, Laura was generating enough business to pay herself a regular wage and so she decided to take the next step and go it alone.

Laura was able to draw on the advice and support of ACORNS Lead Entrepreneurs and participants to build her business and in August 2017, Laurel the Salon was set up in a Georgian building in Irishtown, Clonmel, Co Tipperary.

Laura has created a positive energy space, where men and women alike can enjoy their personal treatments in a relaxed environment.

Laura currently has one beauty therapist working alongside her and a highly skilled nail technician.

The plan now is to continue growing the salon and to regularly re-develop treatments, so that she can introduce new specialised treatments in the future.

Laura also carefully selects products to use in the salon and she hopes to create an online shop where clients can purchase their favourite products and discover new products available at Laurel the Salon.

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