

**Gerardine Ryan**  
*Allwoman*



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After a long and varied career in the beauty sector, Gerardine Ryan saw an opportunity to use her skills and knowledge to bring benefits to cancer patients.

Gerardine, whose business is based adjacent to her home in the tranquil rural setting of Carrigal, Carrigatoher, Nenagh, Co Tipperary, set up Allwoman in late 2016 to provide suitable and safe skincare products for women undergoing cancer treatment.

Gerardine initially set up as Gerardine Health & Beauty Studio after resigning from a role with cosmetics, beauty and personal care products manufacturer Procter & Gamble, but she pivoted and rebranded as Allwoman when she became aware that the skincare needs of cancer patients and those living beyond cancer were not being met.

Through Allwoman, Gerardine underwent specialist training and adapted the treatment and product offering with the creation of the 'Allwoman Comfort Box', which contains carefully selected beauty products that are non-toxic and chemical free – allowing cancer patients to manage and control the enduring side effects of chemotherapy and radiation therapy treatment.

Gerardine won the TESS/LIT Entrepreneur award in 2016 and the Network North Tipperary Social Entrepreneur in 2017 as well as also being one of the finalists in the 2017 Network Ireland Awards.

Her experience with ACORNS helped Gerardine to focus on getting things right rather than trying to do too much, which she considers particularly important for her business as it operates in such a sensitive area.

Gerardine is currently undertaking a course in skincare formulation and plans to produce her own products soon. In the longer term, she hopes to see her products exported to other countries.

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



An Roinn Talmhaíochta,  
 Bia agus Mara  
 Department of Agriculture,  
 Food and the Marine