

## Elaine Jacob Healy

### *Dare to Dream lashes*



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Elaine Jacob Healy loved experimenting with makeup and she always wanted her own brand. But it was when she couldn't find the perfect pair of false eyelashes to wear on her wedding day, that she hit upon an idea that would make her dream come true. Most false eyelashes on the market are made from plastic or human hair. Elaine wanted a pair that looked more natural and less obvious, while being comfortable to wear.

While continuing to work full time as a makeup artist in Mooncoin, Co Kilkenny, she started working on her design for reusable eyelashes in 2015. In February 2017, she launched Dare to Dream (D2D) lashes with two collections —signature and luxury. Made from the finest silk fibres and mink fur, D2D lashes are light, fluffy, and alluringly full. The lashes are cruelty free as the mink fur is collected and sterilised after it has been naturally shed. Attached to a hand-made cotton band, they are more secure, and more durable, and can be reused up to 25 times.

Hearing the stories of other female entrepreneurs encouraged Elaine to chase her dream. The support she got from her fellow ACORNS participants helped her focus on launching the business and achieving milestones. Just in time for Christmas 2017, she launched a third collection, the regal collection.

Her lashes have been a major hit with her customers and now, Elaine plans to get her products into more retail outlets, further connect with makeup artists and bloggers, and eventually tap into the bridal market.

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



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