

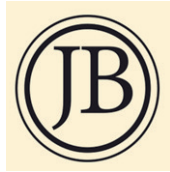
## Joanne Browne

*Jo Browne*



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Established in 2016 and Handmade in Ireland, the Jo Browne range includes natural skincare, including an award-winning cleansing balm and hydrating facial serum, luxury soaps, body scrub, body oil, bamboo aroma diffusers and sustainable bamboo pillowcase and bedding collection. Jo Browne's passion is essential oils and their natural capacity for healing, invigorating and calming. She aims to create sustainable skincare and lifestyle products that work immensely well, feel and smell incredible, and are also affordable. Essentially without costing the earth!

2020 started off well, with the launch of a new bamboo pillowcase collection and it was very well received. Other products were doing well on-line and in store and Joanne had big plans for new export markets and products. When Covid-19 hit, Joanne had to let three staff go straight away, which was tough. On the positive side, she managed to secure alcohol to make hand sanitisers in February, so in that way was ahead of most of her competitors and used some really nice ingredients like Aloe, Glycerine, pro vit B5 to add that extra kindness. Joanne and her husband kept the company going, sometimes working all night to fulfil orders and had a lot of online companies contacting them to get the hand sanitisers to keep their websites going. She started focusing a lot more on the online business and that has been very successful.

Very exciting times ahead. Jo Browne has just launched two new products, a scrub and a body oil. They are already proving to be a huge hit with customers. They are set to launch their full bamboo bedding range to build on the success of the bamboo pillowcase set, along with Vit C Oil in September. A full revamp of their website is on the cards to make shopping on-line even easier as that's where Joanne feels the future lies – for now anyway. She hopes to get the rest of her staff back by September and to keep growing and evolving.

*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