

Síle Headen

Machado Men's Grooming



CONTACT DETAILS

Tel: +353 87 770 4946

E: info@machado.ie

www.facebook.com/machadomensgrooming/

www.machado.ie



Having spent ten years working in female cosmetics, Laois woman Síle Headen came to a realisation – she had had enough of it!

She was tired of what was on the market for women and a visit to a Hamburg tradeshow solidified what she already knew. High-quality, natural skincare options for men are nowhere near as plentiful as those for women.

That's when Síle was inspired with a unique business idea and, after further research gave her the confidence to push on, Machado Men's Grooming was born.

Founded in late 2017, Machado's is a men's skincare business which manufactures and sells natural quality beard balms, beard oils and shaving soaps.

All products use a lavish organic olive oil from Portugal for a superior touch that has become synonymous with the brand name since its beginning.

Quality is of utmost importance to Síle who uses her background in natural sciences to ensure her products include high-calibre pure ingredients.

Based in Portlaoise, the company's first two years has only instilled confidence in its founder.

Its sales experienced a significant upturn in the final quarter of 2018. While Síle is the only full-time employee currently, part-time staff are hired for seasonal windows and she expects to double part-time staff for autumn and winter this year.

Since joining ACORNS in October 2018, Síle appreciates the mirror her fellow entrepreneurs hold in front of her to ensure she meets the goals she sets for herself. Her long-term goal is to develop her presence in Ireland as well as conduct foreign market research to facilitate her goal of exporting.

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
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Food and the Marine