

## Hazel Hendy

### *Steiriliu and Dental Organiser*



#### CONTACT DETAILS

T: +353 91 550 944  
E: support@steiriliu.com  
Instagram: @Steiriliu  
www.steiriliu.com



Hazel Hendy, who is originally from Co Kildare, and is now based near Roscahill, Co Galway, cannot remember a time when she wasn't in business. She started selling daffodils on the side of the road when she was 10.

Daffodils have been replaced by dental and beauty products, but the sales ethos is still going strong in the two businesses she runs with her husband Paul Moore, who is a dentist in Galway – Dental Organiser and Steiriliu.

The couple have run Dental Organiser, which supplies products that can be sterilised to the dental industry worldwide, for over a decade. The individual products, for which they have five intellectual properties, were developed through collaboration and seeing the first-hand needs of the dental team.

Steiriliu came about after Hazel caught Covid-19, while returning from a business trip to Australia in March 2020. As the pandemic took hold, all of Hazel's business trips were cancelled and she decided to develop Steiriliu, as an e-commerce site for an extended range of sterilisation products that would target the beauty industry, as well as the dental industry, and reach markets where they do not have existing distribution arrangements. The name Steiriliu is Irish for sterilisation.

Typically, tools used in the beauty industry in Ireland are just disinfected, and there is no regulatory requirement even to do that. Whereas Hazel, particularly in the light of the pandemic, feels strongly that they should be sterilised and that the sector should be regulated.

Hazel found that the most beneficial aspect of the ACORNS programme was seeing how other people in business were working and growing their businesses, as well as forming friendships with other entrepreneurs.

The goal for both companies is to provide the easiest and best solution for sterilisation and to make their brand synonymous with excellence in sterilisation.

***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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