

Olivia Norman

Naivilo



CONTACT DETAILS

E: info@naivilo.com
Instagram/Facebook: [@naivilo_loves](#)
www.naivilo.com

NAIVILO

Nature loving scientist Olivia Norman always made her own facial oils to treat her skin conditions. But it was when she started making deodorant as a result of her underactive thyroid that a business idea was formed.

A Galway girl, Olivia moved to Cork in 1998 to finish her Biomedical Science degree in UCC, met her husband and never left. Her career started in IBTS blood bank, before 17 years in the labs in Mercy University Hospital Cork.

When burnout set in, Olivia – a trained Kundalini yoga teacher and life coach – took a career break to look at ways to create a better work/life balance. It was her 9-year-old daughter who suggested making a business from her luxurious prebiotic natural deodorant balm.

She completed Enterprise Ireland’s New Frontiers at the Rubicon Centre MTU, followed by the Exxcel Female Entrepreneur STEM programme in 2019.

Naivilo launched in March 2020. When Covid hit, the hospital asked her to help out with the pandemic. Olivia worked a few nights a month at the hospital, while spent her days testing products and working on branding.

She finished up in the hospital in December 2020 to concentrate on the business and, by January 2021, she launched two new products and her new website.

Olivia applied for ACORNS in 2019 but was grateful she didn’t in, as she was more prepared for it in 2020.

ACORNS gave her a connection to energetic people who understand running a new business and the monthly meetings gave her focus. She loves the sense of community and positive support.

Naivilo can be bought directly online and from other websites, as well as in a luxurious spa in Norway.

Olivia’s medium-term plans are to outsource production and packaging and hire staff for marketing, social media and sales.

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