

Niamh O'Connell

Esmerelda Botanicals



CONTACT DETAILS

T: +353 086 2165990

E: Niamh@esmereldabotanicals.com

Instagram: [@esmereldabotanicals](https://www.instagram.com/esmereldabotanicals)

www.esmereldabotanicals.com



Niamh O'Connell had worked in the pharma sector for a number of years in sales before taking a career break in 2015 and retraining as a natural perfumer. This led her to starting Esmerelda Botanicals which began trading in October 2020 after an intense period of learning, trialling and developing specialised products.

Esmerelda Botanicals is based at Niamh's home in Sherlockstown, Co Kildare, which she shares with her husband and two small children. Niamh was motivated to start the business because she was looking for a greener connection with where they live and to do something closer to nature with her skill set. As she was getting ready to bring a fragrance to market, the pandemic struck. This motivated her to think differently, and she developed and launched Ireland's first 100 percent certified organic hand sanitiser.

The company currently has a small manufacturing wing and a separate studio on site and the building of a bespoke premises is due to be completed by August 2021. When this new premises comes on stream, Esmerelda Botanicals will launch a range of new products, including an organic shampoo, body wash, body lotion and cologne.

Niamh says ACORNS was an invaluable experience and a huge benefit for her, as well as for her business. She says being in a community of women in enterprise supporting each other was a life-changing experience. Peer-mentoring, learning and sharing has encouraged her to be brave, but also given her new insights into operations and management.

Esmerelda Botanicals currently has two part-time employees and will be joined by an operations manager in June 2021. As well as growing the business, Niamh is hoping to make Sherlockstown a go-to destination for perfume classes and therapeutic getaways.

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