

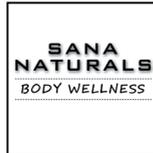
Kasia O'Reilly

Sana Naturals



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Kasia's love of nature was passed down through generations and, growing up, she was always picking wild plants and digging clay from the rich Polish soil to make herbal potions.

This passion, and her own sensitive skin, led her to develop her own natural, eco-conscious, artisanal skincare range, Sana Naturals.

Kasia, who moved to Dublin from her native Poland in 2005, tried every skincare product not realising she was aggravating her skin issues with some ingredients in mainstream products.

Although working in the corporate world, Kasia remained an entrepreneur at heart, still creating her herbal potions with a dream to launch her own skincare brand. After maternity leave, she left her job to focus on creating a business.

The family moved to her husband's home county of Cavan where the increased space allowed her to set up a working studio and she takes inspiration from the nature around her in Lackanmore to create the products.

In June 2017, Kasia had a soft launch of the brand, selling eight products at the local farmer's market. Encouraged by the high demand, she set up the company three months later focussing on her four best sellers.

Kasia is committed to creating products that support body wellness, with minimal impact to the planet and no harm to its inhabitants. She says ACORNS has held her accountable and opened up her network, and she found the collaboration with other participants particularly helpful.

Already the brand has achieved much media attention and has been endorsed by celebrities, and wellness and beauty experts. With two stockists in Cavan, she is selling almost exclusively online but is working on expanding her list of stockists nationwide and abroad.

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