

Ann Teehan

AnniePooh



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Ann Teehan, from Greystones in Co Wicklow, first became inspired to set up a business offering eco-friendly baby products back in 2012 because one of her children had severe eczema, and she was also conscious of the high volume of nappies being disposed of in bins.

Ann, who was originally a nurse and who still works part-time in nursing, subsequently took a break after her fourth child was born, but she relaunched AnniePooh, her zero-waste shop, in November 2019.

With Covid around the corner, the timing was not auspicious, but AnniePooh traded throughout the pandemic, even adding a shop in Greystones to her online presence.

However, the cost of living crisis that immediately followed the pandemic had a dramatic effect on footfall, so Ann decided to close the shop, move the business back to her home and focus on online only. No longer having the overheads associated with the shop is allowing Ann to increase sales by investing in making her website more visible.

The mission of AnniePooh is to make it very easy for people to live an eco-friendly life. As well as a wide range of eco nappies, AnniePooh also offers reusable sanitary pads and period pants, which have consistently proven to be best sellers.

Ann found that being an ACORNS participant helped her to focus and to make plans and stick to them. She said it was very beneficial to make connections with other women in business as being an entrepreneur can be a lonely experience, and the group of participants continue to support each other.

Ann's immediate plans are to further develop her website and to focus on cloth nappies and period products. She is also in the process of developing her own range of clean natural skincare.

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