

## Michelle McDonald

### *Sásta Skin Health*



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**SÁSTA**  
SKIN HEALTH

Michelle McDonald may have given three and a half years to perfecting the formula for Sásta Skin Health's topical skin supplement – but she knows it's time well spent if it means her product stands out in a crowded skincare market.

Working from a laboratory in the annex of her farmhouse in Co. Laois, Michelle and her chemist business partner Dr Brian O'Rourke developed a microbiome serum that boosts the skin's immunity from damage wrought by our congested climate and corrosive cosmetics.

"People have heard of gut microbiome but maybe don't realise their skin has one too, feeding our skin and stimulating our skin's immunity. Our Sásta Microbiome Booster Serum is made with the thoughtful intention to protect, restore, and maintain the skin barrier," says Michelle, who admits that the concept of boosting the skin's microbiome is relatively new to Ireland and the UK.

Michelle has been encouraged by the development of the company since its launch in April 2022. An appearance on the Today Show provided exposure, while a campaign to elicit posts from social media influencers also proved a success. Ultimately, she envisages the range of Sásta products extending to all ages, from adults to children.

"Our plans are based around new product development and employment, whether that's bringing on a business development manager or a sales rep. We're five months old and we're selling direct to customers online and in beauty salons, independent pharmacies, and health stores, so things are going well," she says.

Michelle, who was recently nominated for a High Style Award in the Product and Wellness Category, believes ACORNS helped her become more confident in her approach to business.

"It was great to have peers going through the same thing. It helped alleviate any feelings of isolation and really made me more confident in what I was doing," she adds.

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***



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