

Magda Seymour

Pure Oskar



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Magda Seymour, who lives in the village of Athgarvan in Co Kildare, came to Ireland on a short visit from her native Warsaw 20 years ago, but the visit became extended when she met her future husband.

Prior to the pandemic, Magda worked for a high-end travel company in Dublin for seven years. She loved her role managing the travel arrangements of celebrities such as Kim Kardashian, Harrison Ford and then White House Speaker Paul Ryan.

However, Covid-19 led to her hours being reduced to one day a week, and Magda decided to set up her own company, Pure Oskar, in October 2020.

Pure Oskar makes luxury, natural, handmade and sometimes quirky skincare products. Magda had no prior professional experience in the area, but had been making soaps as a hobby.

Working in luxury travel, Magda experienced first-hand the amount of waste there was in corporate gifting of generic, and usually unsustainable, gifts. Her aim for Pure Oskar was to create a completely sustainable and natural premium brand for corporate gifting.

Initially, however, corporate gifting was not an option because of the pandemic, so she sold her soaps online and made inroads in the wholesale market – her products are available in stores around Ireland, the US, Canada and Germany.

Now in her third year of business, Magda is beginning to make significant headway in corporate gifting.

Magda says the ACORNS programme was marked by very honest and open chat between the participants who quickly became friends and shared their fears, experiences and failures while celebrating their wins.

Magda currently has three part-time employees making the soaps and is seeking a full-time administrator for the business. Her plans include growing the corporate market and creating new soap shapes for her catalogue and her corporate clients.

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,
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