

## Geraldine Jones

*Mediskin*



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MEDISKIN  
SKIN | LASER | WELLBEING

Geraldine Jones is the founder and creator of Skin Formulas. With 20 years experience in the skincare industry having worked in Ireland and abroad, Geraldine truly understands skin both inside and out.

A passion to help people feel good about themselves, drove Geraldine towards a career in skincare and led her to become an aesthetician working with some of the industries top skincare brands.

With a determined mindset and clear vision, Geraldine opened her own skin clinic, Mediskin, in 2016 in Nenagh, Co.Tipperary.

Listening to her clients and realising the struggles they were having in understanding the complicated steps and products involved in a skincare routine led to Geraldine creating Skin Formulas. A brand designed to simplify skincare.

Since its launch in 2019, Skin Formulas has quickly become a leading Irish skincare brand launching first of its kind products on the market.

Armed with a passion, knowledge and real interest in the skincare industry and needs of her clients, Geraldine strives to stay on top of industry developments and lead Skin Formulas as an innovative skincare brand designed specifically with the customer at the centre of every product.

*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