

Katie Nolan

Sleek N Easy



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Katie Nolan, from Naas, Co Kildare, was working in a compliance and quality role in Melbourne, Australia, when she came up with an idea for her own business and launched it in September 2021.

Katie is now back in Naas and teaching PE as well as running her business.

She has the Covid-19 pandemic to thank for the inspiration that led her to set up Sleek N Easy. Due to the pandemic lockdown, Katie was confined to working on Zoom calls and, when seeing herself on screen, she decided she needed a quick, simple solution to make her hair presentable.

So, Katie invented Sleek N Easy, a hair finishing solution that tames baby hairs and flyaways.

After designing the product, she had it manufactured in Asia and shipped to her mother's house in Ireland. She used her social media channels to launch before returning to Ireland in December 2021.

Sleek N Easy started to pick up sales immediately and has continued to grow. It is now available in over 100 pharmacies across Ireland as well as being available online and being exported to Italy, Spain, Portugal and the UK.

It has been used on the BBC television series Waterloo Road as well as by the Irish team at the FIFA Women's World Cup and the Irish women's hockey team.

Katie says having the support of Lead Entrepreneur Anne Reilly and her fellow participants on the ACORNS programme was a great help to her.

She now plans to introduce more product lines and to make Sleek N Easy the go-to brand for women in sport.

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