

## Kaz Kearney

### Soak



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Originally a native of Dublin, Kaz Kearney moved to Dromore West in Co Sligo in 2021. Kaz started her business as a side project, before deciding to give it her full-time attention in June 2022.

Soak is a multi-award winning Atlantic sea salt and herbal wellness range that helps with sleep, anxiety, mood and skin health. The accolades won by Soak include Best in Sleep Wellness Award at the Irish Tatler Spa Awards and three wins at this year's Hi Style Awards – Best Candle for Sleep, Editor's Choice Award for Joy Connects bath soak, and Best Sustainable Scrub for Bedtime Bliss. Her most recent win was a Vegan Beauty Award for her Joy Connects scrub.

Kaz was inspired to set up Soak when she saw the benefits her son, who has additional needs, got from being in the Atlantic Ocean while surfing. That is why she uses 100 percent Atlantic sea salt, organic Irish seaweed and her own homegrown organic herbs.

As a busy single parent, she was particularly conscious of wanting to create something that would bring a self-care and spa experience to the home.

Soak now has nine products and is available in 20 shops along the Wild Atlantic Way and in Dublin, as well as in her online store.

She says being able to bounce ideas off the community of likeminded entrepreneurs while learning from each other as they progressed their businesses was a great benefit of the ACORNS programme.

Her plans include launching new body oils and Atlantic sea sprays in September. She has developed spa treatments, Soak Wellness Rituals, in partnership with Dr Jen McKee, who is a physiotherapist, massage therapist, yoga instructor and mindfulness coach, and Kaz has been pitching to hotel spas.

*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,  
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