

Lynn Shead

Nature's Alchemy



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Lynn Shead set up her business, Nature's Alchemy, at her home, which is outside the village of Tallow in Co Waterford, in November 2022 after pursuing it as a hobby for several years.

Nature's Alchemy produces herbal skincare products that are healing as well as cosmetic. The range targets people with sensitive skin but is suitable for everybody.

Lynn started experimenting with skincare home remedies in 2018 because she and her children had sensitive skin, and they often had reactions to skincare products that they bought or that were prescribed to them.

At that time, Lynn was running a childminding business from her home, but as her own children grew older, she felt it was time for a career change.

With the childminding business closed during the pandemic, Lynn did skincare courses, which gave her more knowledge and enabled her to improve her products.

She subsequently trained as a herbalist with The Plant Medicine School in Coachford, Co Cork.

As her knowledge of herbs deepened, Lynn moved from using plants that were popular in mainstream herbalism to using native Irish plants she grows herself.

Nature's Alchemy products are available online and in stores in Cork, Waterford and Kilkenny.

Lynn says that the ACORNS programme made her realise that she had a business as opposed to a hobby, and that if she took her business seriously, other people would too.

Over the next few months, Lynn plans to introduce her products to new customers at festivals, including Elevate Fit Fest in Tipperary. Her long-term goal is to establish her One For All Balm, which can be used on everything from cuts and burns to stings and dry skin, as the go-to product for anyone in Ireland who has issues with their skin.

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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