

## Munaza Gilmore

### *The Brow Movement*



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When Munaza Gilmore's talent for threading eyebrows became known around Swinford, Co. Mayo, she soon became so overwhelmed with requests for her services that she had to open a room in her home to accommodate them.

However, it wasn't until the arrival of her second child that the London native felt like she should move beyond her former role as an Employment Facilitator with Western Care and turn what had been a means to supplement her income into a full-time business.

Munaza's company, The Brow Movement, now operates out of its own premises in Swinford and has its own range of products, including The Potion, a natural growth stimulant for eyebrows, The Pencil and Eyebrow Gel. Munaza explains that all products are developed in response to feedback from her clients.

"I listen to clients about what they want from their beauty products and then I respond to that. I've done eyebrow courses in Poland, Germany, Luxemburg, and elsewhere, so product development will form a key part of my business going forward," she says.

Munaza hails the ACORNS programme for helping her to understand the fundamentals of the business so that she could more accurately measure her profit margins.

"ACORNS showed me how to look at the detail around my pricing and my materials. I knew prices had gone up, but it wasn't until I started doing my numbers, and how much of everything I was using with each client, that I realised that I had been pricing correctly," she adds.

Looking to the future, Munaza hopes to roll out her first online course in eyebrow threading in a bid to demystify the hair-removal technique for those who are unfamiliar with the process or have had bad previous experiences.

"It's the most natural form of hair removal – just a spool of thread. You couldn't find anything better," she adds.

***Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.***



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