

Emma Duffy

My Forever Tooth Fairy



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When her daughter began losing her baby teeth, former marketing director Emma Duffy saw a gap in the market for a brand that would reimagine the tooth fairy story and tradition in both a magical and meaningful way for parents and children alike.

The result is the My Forever Tooth Fairy Gift Set, the first in what Emma expects will be a series of My Forever Tooth Fairy branded products. The gift set includes a tooth fairy doll, a storybook, and a crafted light-up display case with drawers containing a fairy dictionary and tote bag for baby teeth.

“Éabha wasn’t interested in the money under the pillow as much as the magical story of the tooth fairy. Once I had the idea, and I started looking into it, I realised that the product and story behind it was totally unique. There isn’t anything like it on the market,” she explains.

Launching in August this year, Emma leveraged her professional experience to develop the product from the ground up, which included writing the book, commissioning market research and securing trademarks for the brand.

“Our research has revealed a huge appetite for something like this here in Ireland, in the United Kingdom and in the United States. However, we want to maximise first-mover advantage and scale as fast as possible, which is why we’ll be looking for investment in 2025,” says Emma, adding that plans are already in place to launch three new products to compliment the current gift set.

The Dundalk native credits the ACORNS programme’s monthly round tables with providing support during challenging periods and pushing her to meet her targets.

“The round tables were great for sound-boarding ideas and getting other people’s perspectives on challenges. More than anything, what you get with ACORNS is access to the network, which is always so supportive and open to collaboration,” 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.



An Roinn Talmhaíochta,
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