

## Siobhán Ring

### *Dottie and Dora*



#### CONTACT DETAILS

T: +353 89 248 1067

E: [dottiaanddora2022@gmail.com](mailto:dottiaanddora2022@gmail.com)

Instagram: [@Dottie.and.Dora](https://www.instagram.com/Dottie.and.Dora)

W: [www.dottieanddora.ie](http://www.dottieanddora.ie)



It wasn't long into her participation in the ACORNS programme that Siobhán Ring decided to switch the focus of her micro-farming business from producing goats milk and cheese to developing her own range of skincare products using the same ingredients.

An undergraduate in agricultural science and a PhD in animal breeding, Siobhán set up Dottie and Dora with her partner Alan Twomey in 2023.

"We built a milking parlour on an acre of land on Alan's family farm in Donoughmore, Co. Cork, starting with 12 female goats and making our products onsite. ACORNS made me realise that we were being busy fools and needed to focus on something less intensive and more original," says Siobhán, who explains that her personal experience of extreme eczema inspired her focus to skincare.

"Goats milk soap has amazing moisturising qualities and is ideal for people with sensitive skin, especially people who suffer from eczema, psoriasis and dermatitis. Other commercial soaps contain artificial odours and sulphates, things that dry out the skin, but our product is all natural."

The 30-year-old hails ACORNS as vital to the development of the business. "When you hear other people's experiences, you realise you have similar problems. It makes you question the fundamentals of the business which, ultimately, helped me see that skincare was the right thing to pursue."

For now, Dottie and Dora products are only available through the website, but Siobhán hopes to place an expanded range with high-street retailers in the future.

"The feedback from our customers has been good but there's lots we want to do. For instance, we want to diversify our range to include products with essential oils. We also want to look at our branding, to make it funkier and more appealing to our target market. The hardest thing is getting people to try something different. That's why we need to be better at selling ourselves," 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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