

## Valerie Murphy

### *Valerie's Breast Care*



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Valerie Murphy has a passion for volunteering and it was this altruism that sparked the idea for her business.

Living in Texas, Valerie started helping out at a local breast cancer charity. While two of her children were in crèche, and with her youngest in tow, she found volunteering was a great way to meet people.

She had a light-bulb moment after hearing one woman's story of being fitted for breast prostheses and felt this was something she would love to be involved in.

After training as a Mastectomy Fit Specialist, she arrived home to Limerick in July 2013 with a fully formed business, including stock and a website.

Valerie's Breast Care provides breast prostheses, mastectomy bras and swimwear to women who've had breast cancer surgery. Her service is unique as she visits customers for private fittings in their homes or their local cancer support centre as well as at her Limerick location.

One of her aims is to bring brightness and fashion into the lives of her customers; she wants them to have a personal, enjoyable experience and make them feel and look beautiful.

Having three children in four years taught Valerie a lot about running a business – from time management and coping under pressure to multitasking and budgeting.

Despite being one of the more-established businesses on ACORNS, meeting key influencers was of great benefit to Valerie, who is the current President of Network Ireland Limerick.

Volunteering led to Valerie setting up her business, and she says charity work, especially with cancer groups, is something she will always continue to do.

Valerie's Breast Care was awarded "Best Mastectomy Breast Products Provider" in 2020 by the Irish Enterprise Awards.

*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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