

## Danilly Carvalho

### IPERA



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Danilly Carvalho, who is originally from Rio de Janeiro in Brazil, set up IPERA at her home in Ardnacrusha, Co Clare, in June 2024.

Danilly has lived in Ireland for 12 years. Before starting the business, Danilly, who has a legal qualification, worked in law firms in Brazil and Ireland, and as an administrator with the Brothers of Charity.

IPERA is a beauty and skincare brand that offers products designed to support women going through hormonal changes, particularly around menopause, perimenopause and intimate care.

The idea began during Covid, when Danilly's mother was visiting from Brazil and experiencing perimenopause. Wanting to help her feel better, Danilly completed courses in nutrition and cosmetic formulation and began developing products. Her mother tried them, felt better after a few weeks, and Danilly then shared them with friends and family.

Danilly applied for New Frontiers in late 2023, using the programme to validate the market, refine her product fit and gather feedback. She then began building relationships with retailers and distributors.

Originally Danilly called the brand Talamh Natural, with Talamh, the Irish for earth, being a homage to her adopted country, but international clients struggled to pronounce it, so she rebranded as IPERA to honour her Brazilian roots - the Yellow Ipê tree is the national flower of Brazil. IPERA is now stocked in more than 100 stores in Ireland and exports to Cyprus, Northern Ireland, Serbia and Germany.

Danilly says key milestones for the business include the rebrand, winning the Google You're the Business Award for Co Clare, becoming a Google Gemini case study and winning Best Natural Product at the EVOKE Wellness Awards for Hydra V Intimate Oil.

She says ACORNS helped her set clearer goals, focus on manageable steps and stay accountable during the rebrand.

Danilly's plans include applying for Enterprise Ireland pre-seed funding and launching IPERA in Switzerland.

***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,  
Bia agus Mara  
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Food and the Marine