

Elaine Crosse

Bánór



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BÁNÓR
THE SKIN'S SHEPHERD

Elaine Crosse is the co-founder of Bánór, an innovative Irish skincare company transforming sheep milk into a premium, science-backed skincare range. Raised in a farming family, Elaine combines her passion for agriculture with a strong commercial background, having worked with Bord Bia and Danone in dairy. The sheep milk used in Bánór's products comes from her family-run farm in Co. Tipperary.

Bánór was born around Elaine's kitchen table during Covid, where conversations with her sheep-farming family and co-founder Nicola, a pharmacist with expertise in dermatological skincare, sparked the idea of bringing together farming and pharmacy. Their shared vision was to create value from a traditional agricultural product while delivering scientifically proven skincare benefits.

In just three years, Bánór has launched nine products, with seven more in development, completed scientific research in partnership with the Centre for Applied Bioscience Research, and demonstrated the antioxidant, anti-ageing, collagen-boosting and skin barrier-protecting properties of its formulations. The business has grown to more than 70 Irish stockists including Avoca, Kilkenny Design and Dublin Airport, secured FDA approval for the US market, won its first export customers in the UK and US, and recently received Pre-Seed Start Fund investment from Enterprise Ireland. Bánór is also a proud member of Guaranteed Irish.

Elaine says, *"Starting a business can be lonely and you can regularly question yourself. ACORNS has been an amazing way to meet like-minded women, gain honest feedback and build friendships, while putting practical frameworks in place to grow the business."*

Bánór's ambition is to become the world's first global sheep milk skincare brand, with its own production facility and visitor centre in Cashel.

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
Department of Agriculture,
Food and the Marine