

Emma Duffy

My Forever Tooth Fairy



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When her daughter Éabha began losing her baby teeth, former senior marketing director Emma Duffy saw an opportunity to reimagine the traditional tooth fairy experience in a way that would be both more magical and more meaningful for children and their families.

The result was My Forever Tooth Fairy, an Irish children's brand created to help parents transform each lost tooth into a moment of connection, imagination and growing self-belief.

At the heart of the brand is the My Forever Tooth Fairy Gift Set, which includes a posable tooth fairy doll, an original storybook, a light-up display case, a velvet Tooth Tote and a Fairy Dictionary. Through the story, the child becomes the hero, bestowing a new magical power on their Forever Tooth Fairy with each tooth they lose.

"Our message to every child is that they are magical, just the way they are," Emma explains. "The tradition takes place over approximately six years and 20 lost teeth, so I wanted to create something that would grow with the child and become a lasting part of their childhood story."

Since launching in August 2024, My Forever Tooth Fairy has grown its direct-to-consumer and retail presence across Ireland and the United Kingdom. The brand has expanded to include both girl and boy gift sets, alongside a growing collection of complementary keepsake products, with several further product ranges in development.

The brand has also received significant industry recognition, including winning Best Children's Gift at the Junior Design Awards, winning Best New Toy Product at the Loved by Parents Awards 2026, and Emma being named Network Ireland Louth Emerging New Businesswoman of the Year 2026.

Emma is now focused on building My Forever Tooth Fairy into an internationally recognised children's brand, expanding its retail and e-commerce footprint and developing strategic partnerships to accelerate global growth.

She credits ACORNS with providing invaluable support during the early stages of that journey. "ACORNS gave me a trusted group of women with whom I could openly share challenges, test ideas and remain accountable to my goals. The generosity, encouragement and practical support within the network have continued long after the programme itself."

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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