

## Sinéad Cooper

*Serene Beauty and Wellness*



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Sinéad Cooper launched Serene Beauty & Wellness in her hometown of Mountrath, Co. Laois, in November 2024 after more than 20 years working within some of Ireland’s leading spa and wellness destinations.

Sinéad’s career highlights include her role as Spa Manager at Ballyfin Demesne, which was named the world’s No.1 hotel by Condé Nast Traveller in 2016, as well as senior senior roles at The Heritage Golf & Spa Resort in Killenard and on international cruise ships with Steiner.

Before establishing Serene, Sinéad co-owned and operated Cosey Café with her mother in Mountrath, a business they developed from the premises of her family’s former pub. The experience provided a strong foundation in customer service, community engagement, and business management.

“I’ve been exposed to luxury hospitality for most of my professional life. When I opened Serene, I wanted to bring that same level of care, attention and experience to my own clients,” says Sinéad.

The business has since expanded with the addition of a treatment room at Roundwood House, an elegant Georgian country house in Mountrath, allowing Sinéad to further develop her wellness offering in a boutique setting.

Serene Beauty & Wellness provides a range of beauty and wellness treatments including massage, facials, reflexology, pedicures and personalised wellness experiences. Committed to continuous professional development, Sinéad recently began studying Traditional Chinese Medicine and acupuncture, with the aim of expanding her knowledge and offering clients additional support on their individual wellness journeys.

“Looking ahead, I want to continue developing both Serene and our offering at Roundwood House. I hope to grow the team, expand our wellness experiences, host retreats and continue building a reputation for exceptional service and genuine client care,” she says.

Sinéad credits ACORNS with providing a valuable network of female entrepreneurs navigating similar business challenges.

“People were so willing to share their experiences and support one another. It was a very genuine, encouraging environment, and I gained so much from being part of it,” 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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