



Susan Keating

Seagreen Bio Limited

Seagreen Bio is a Life Sciences company founded by Susan Keating and Professor JJ Leahy. The company produces a range of bioactive ingredients from seaweed for use in personal care products. At the core of the existing product range is a proprietary seaweed oil extract, rich in essential polyunsaturated fatty acids and with scientifically proven anti-inflammatory properties to target inflammatory conditions of the skin.

Bioactive ingredients developed by the company are currently brought to market through its own brand, NEUÚ Seaweed Skincare. The company has a number of innovative natural ingredients in its product development pipeline and plans to make its ingredients available to the personal care, cosmeceuticals and nutraceuticals markets from late 2019.

Prior to founding Seagreen Bio, Susan had spent most of her career in the aviation industry, working in senior commercial roles with a number of leading aircraft and aero engine leasing companies in Ireland and abroad. By 2017, she decided to move from the aviation sector in pursuit of a greater personal challenge and to fulfil a long-held ambition of starting her own business.

Susan grew up on Loop Head, overlooking the Atlantic Ocean, an environment that influenced the original decision to work with seaweed. That together with a fortuitous introduction to her co-founder, Professor JJ Leahy at the University of Limerick, turned an entrepreneurial ambition into a reality.

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