



Vanessa Creaven

Spotlight Oral Care



GOING FOR GROWTH PROFILE

NAME:

Vanessa Creaven

BUSINESS

Spotlight Oral Care

POSITION

Co-Founder

WHAT WE DO

Safe and Effective
Oral Care Products

CONTACT US

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Spotlight Oral Care was designed and formulated by Irish dentists – sisters, Dr Lisa and Dr Vanessa Creaven - with the aim of creating the best oral health products. At their clinic in Galway City, they identified a gap in the market for safe and effective oral care products, that contain clinically proven active ingredients to target their clients' dental needs.

While Spotlight Oral Care initially began with teeth whitening strips and toothpaste, they now have a variety of products on the market including a new range of toothpastes for specific ailments – sensitive teeth, gums, rebuilding teeth, whitening and oral care. Their range of products combines the latest advances in oral care research with the highest quality of ingredients, while always keeping the end consumer in mind. The products are all vegan friendly, are free from toxin ingredients, and have not been tested on animals. In addition, the toothpaste tubes are made from sugar cane making them the world's first ever 100% recyclable tube, which completely revolutionises the oral care industry.

Launched in 2016, Spotlight Oral Care is now for sale in Boots, Tesco, Dunnes Stores and through most pharmacies throughout Ireland. They also export to 15 countries and have recently signed a deal with Target and Ulta Beauty in the United States.

Vanessa participated in Starting Strong in 2017 and in Going for Growth in 2019. Commenting on her experience, she says *"Beginning the cycle I expected I would gain a lot of expertise, but I had no idea as to the extent of that expertise, or the friendships I would make along the way"*.

Despite the demanding schedule, the Creaven sisters believe that the insights they gain from their work in the dental practice is one of the major reasons Spotlight Oral Care has been a success from the get-go. They are now looking to raise finance to fund the company's next growth phase and Vanessa is getting ready for frequent visits to New York to assist with their US expansion in February.



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