



INDEORA



Eimear Tully

Indeora

Eimear Tully is the founder and CEO of Indeora, specialists in producing a healthy magnesium-based deodorant. Growing up with asthma and other health issues made her very conscious of the products we use in our every-day skin and body care. Eimear decided it was time to reevaluate our approach to our wellbeing and the products we use. Starting with underarm care and with the aim of making body care routine a healthier and more enjoyable daily experience, she set about researching and developing a natural deodorant that would help do just that.

Eimear launched Indeora on the Irish market in February 2019. The deodorant spray is scented with natural coconut and vanilla oils, and quickly gained market traction. Since then, demand has continued to grow, and Indeora is now stocked in Ireland's leading pharmacies and health stores. In January this year they began exporting to the UK and they are also gearing up to launch in the United States. In April the Indeora healthy deodorant was nominated as Best in Wellness in the Vogue 2020 Beauty Awards, alongside a range of global brands, demonstrating the company's ability to compete internationally with some of the biggest brands in the beauty market.

Commenting as a participant on Starting Strong, Eimear said: *'It was a true privilege to have had the opportunity to learn and gain valuable advice from the Going for Growth network in the areas that matter the most'.*

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