

JULI EDGE



Julie Manning

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Julie Manning is founder and creator of Juli Edge, a natural, niche, luxury skincare brand formulated with a focus on organic, effective and aesthetic sustainable ingredients. Julie trained in Beauty Therapy in the UK, US and France, gained a teaching diploma, and qualified as a Complementary Therapist, with a particular interest in Aromatherapy. Originally from Belfast, she opened her first beauty salon in 1981, and was a regular beauty contributor on BBC Radio Ulster for a number of years.

Working as a facialist and complementary therapist from her practice in Wicklow for the past 12 years, the business grew from word of mouth, attracting a dedicated and loyal clientele. During this time Julie also worked as a cancer care therapist for cancer patients referred by a local cancer support group. In response to clients' requests for a more natural and authentic approach to their skincare needs and well-being, Julie listened. "Wish you could bottle this" became a popular mantra. Sourcing ingredients and formulating resulted in producing products used exclusively in her facial and body treatments.

Recognising there was a gap in the market for a 'luxury' natural brand, the active ingredients sourced and formulated are key to the efficacy of the products. The products are results driven which has gained a loyal customer base. In response to customer demand, Julie is focusing on growing the business.

