

# “BEAUTY BUDDY



## Wendy Slattery

### Beauty Buddy

Wendy Slattery is an award-winning businesswoman and the co-founder and CEO of Beauty Buddy. Her background in business development, corporate sales, retail and project management has enabled her to lead a committed team, who together with strategic partners and a strong panel of advisors, are working to deliver the vision of Beauty Buddy- to be the go-to app for all things Beauty and Cosmetic.

The inspiration for Beauty Buddy came from an issue Wendy and her sister were having when they went shopping for beauty products – too much choice and not enough genuine information. They wanted to find a better solution to standing in a shop and Googling a product’s reviews in order to see if it would be suitable for them. The Beauty Buddy app allows consumers to scan the barcode of a product while they are in store and it will give them honest reviews of that product, and suggestions of which skin or hair profile it will suit.

They also partner with brands and retailers to give them targeted market research and unique actionable insights. This game changing data enables beauty brands to access relevant consumer and product interaction data, allowing them to make better informed business decisions.

As an Enterprise Ireland HPSU client, they have raised a pre-seed round of €575K. Wendy also took part in New Frontiers, NDRC Portershed, DCU Female High Fliers and Google’s Adopt a Start-up.

Wendy won an AIB Women in Enterprise Award in 2019, was a finalist in the Irish Times Innovation Awards 2020, and won silver in the Digital Business Awards, backed by PTSB.

[www.thebeautybuddy.com](http://www.thebeautybuddy.com)

