



## Jill Keogh

### Sadie's Secrets

As well as been the founder of Sadie's Secrets, Jill is Director of Avail Hair and Beauty, a hair, beauty, laser and aesthetics clinic located in Avoca Rathcoole. Jill started with just 3 employees, when she opened the salon in 2015. She now has 21 staff and a strong client database of over 17,000 women.

Jill has been working in the beauty industry for more than 20 years as a qualified beauty therapist and has also trained as an image consultant and make-up artist, with a Distinction in Cidesco and Itec. She also studied with Jane Iredale, Armani, Inglot, Artdeco, Image skincare, Yonka, Dermalogica, and Matis Skincare.

Jill's passion is make-up and she found that many women have similar problems with face puffiness, make-up sliding off, as well as not knowing what make-up to buy or how to use it as they age. To solve this problem, Jill created her second business, Sadie's Secrets Cosmetics, a go to brand specifically created for women of menopause age and beyond. She hopes to create a brand that understands women's ever-changing needs and helps women enjoy all stages of the make-up journey.

The name Sadie's Secrets comes from Jill's Granny Sadie who taught Jill, along with many clients over the years, that as we age we never feel any older in our mind and, as women, we always want to look our best.