

TRUE BEAUTY
aideen kate



Aideen Murphy

True Beauty by Aideen Kate

True Beauty by Aideen Kate is a cosmetics brand created by one of Ireland's most popular makeup artists, Aideen Kate Murphy. Aideen has been working in the makeup industry since 2013. With over a decade of experience, it has always been a dream of hers to launch a cosmetics brand. This brand has been lovingly crafted by Aideen Kate herself and its message is at the heart of all her work - the expression of the true self.

Aideen began working on True Beauty in 2020 and after lots of hard work and dedication she launched the brand in April 2022 on [truebeautybyak.com](https://www.truebeautybyak.com). Since then, it has grown from solely online to being widely available in stores nationwide. Offering an extensive range of high quality cosmetics, all of which are cruelty-free, paraben-free and vegan-friendly, True Beauty is at the forefront of formula development and shade design.

Prioritising self-love, self-expression and inclusivity, True Beauty is more than just a cosmetics brand. True Beauty cultivates inner beauty through the medium of high-quality cosmetics accessible to everyone.

Aideen is best-known for her consistently positive outlook on body image and self-expression. Her main aim for True Beauty was always to create a positive space where everyone can become inspired to express themselves as they are.

www.truebeautybyak.com

