

SEABODY™



## Helena McMahon

SEABODY

Dr. Helena McMahon has worked in R&D for more than 25 years and has combined her passions for human physiology, natural products, product innovation and sustainability to create SEABODY, a biotechnology first beauty and wellness brand. She has a BSc in Biomedical Science, a MSc in Molecular Medicine and a PhD in Gene and Cellular Therapeutics.

In 2019 Helena co-founded a biotechnology company to sustainably produce high efficacy, scientifically validated bioactive ingredients from indigenous Irish Seaweed. This led to the development of SEABODY skin care and supplements, in which Helena and the team took a data-first approach to design each formulation, with the highest quality co-ingredients and micronutrients. This biotechnology, data and results-first approach is what underpins the efficacy of SEABODY products.

Designed as a luxury brand with the ambition of becoming Ireland's first Heritage Beauty and Wellness Brand, a key moment was to launch directly into Brown Thomas in parallel to their own e-commerce channels.

The brand's highly accoladed awards include IMAGE Most Innovation in Science Award, Tatler Best in Nutrition, and Guaranteed Irish Best Beauty Brand. Helena was runner up in the IMAGE Businesswoman of the Year Awards – Start up Category 2023.

SEABODY is the first Irish brand to secure Positive Luxury ESG+ Butterfly mark – a global gold seal for Sustainability in Luxury. SEABODY has also been shortlisted for the John Bell & Croydon Awards, the only Irish Brand to be shortlisted.

SEABODY has a firm focus on international expansion and new market channels in 2023.

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