

SISTERLY



Aoife Matthews

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Aoife Matthews is a former investment banker, having worked in London with JP Morgan and Morgan Stanley and then with ESB and ESB International in Dublin. Tired of the corporate world, she decided to follow her passion and retrained as a Nutrition and Health Coach.

In 2020, Aoife co-founded SISTERLY, along with Jenny O'Connell and Louise O'Riordan. SISTERLY is a new brand of scientifically backed premium health supplements designed specifically to support female health. The first product, The Elevator, is an award winning next generational multivitamin, which supports women through all ages and stages.

SISTERLY is predominantly a direct to consumer and subscription business with select retail partners including Brown Thomas and Meaghers Pharmacies in Ireland and Whole Foods and Selfridges in the UK.

As part of their SISTERLY Circle events, the team have collaborated with brands such as lululemon, Boodles, Pestle & Mortar, RDJ and Goodbody's and host regular sea swims and health talks to raise awareness of female health and the need for female specific solutions.

SISTERLY was nominated for the IMAGE PwC Start Up of the Year 2024 and was listed as one of Ireland's Top 10 Brightest Start Ups. The Elevator has won a number of industry awards and has featured in IMAGE, The Sunday Times, Harper's Bazaar, SheerLuxe, The Irish Independent and more.

SISTERLY received support from Enterprise Ireland, LEO and Furthr. Aoife was also a participant in the Back for Business programme.

SISTERLY will launch in the USA in 2025 and is exploring further export markets including the UAE. Additional products to complement The Elevator are in the pipeline.

www.sisterlylab.com

