



# Michelle McDonald

## Sásta Skin Health

Michelle McDonald has over 25 years of dedicated experience in the beauty industry, where she has seamlessly integrated her profound passion for beauty, holistic body health, and the study of the microbiome. Michelle teamed up with her business partner, chemist and formulator Dr. Brian O'Rourke, where they spent 3.5 years perfecting the formula for a topical skin supplement.

Sásta Skin Health is an award-winning microbiome supportive skin health range focusing on feeding and supporting the skin microbiome topically as part of any skincare regime. Their hero product, the Microbiome Booster Serum, is packed with a blend of prebiotic and postbiotic ingredients to optimise skin health.

Since their launch in April 2022, they have expanded the markets they serve to Ireland and the UK. Initially launching on their DTC channel, they increased their distribution to serve B2B customers including beauty salons, skin clinics, health stores, and pharmacies.

Sásta Skin Health is a proud Guaranteed Irish brand and is the only beauty product in Ireland certified as 'MyMicrobiome Friendly'. MyMicrobiome is an independent control body that rigorously tests products for their impact on the skin's microbiome.

Sásta Skin Health have been awarded 'Best Eco Serum' by Hi Style, 'Best Serum for Repairing' by Social and Personal, and came 'Highly Commended' in the Irish Made Awards. They have also featured on Ireland AM and RTE's The Today Show.

Next steps for Sásta Skin Health include New Product Development, continuing their focus on microbiome supportive products along with expanding the team to support their mission of protecting the body's natural armour.

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

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