

SEA<sup>+</sup>  
SOLU

# Sinead Asple

## SEA+SOLU

Sinead Asple is a qualified Chartered Accountant who trained at PwC Dublin and built a successful career in industry spanning over 15 years. Her entrepreneurial journey began with the creation and growth of two innovative childcare technology platforms, SureSitter.com and MindMe.ie. These platforms have transformed into Ireland's largest online care marketplaces, redefining how families connect with trusted caregivers for family, elderly, and household care.

After struggling for years to find the right haircare products for her frizzy, wavy hair, Sinead was always left disappointed by the many products she tried. This left her with a deep desire to create a range of hair care products that ticked all the boxes: visibly improved and nourished her hair, had clean ingredients, and also looked so pretty and dreamy that she wanted them on display in her bathroom.

In 2024, Sinead founded SEA+SOLU, Ireland's first customizable haircare brand. SEA+SOLU offers carefully crafted formulas that cater to every hair type and texture, rooted in a clean ingredient methodology that prioritizes efficacy and sustainability.

Proudly headquartered in Ireland, the brand is on a mission to redefine haircare globally. The SEA+SOLU Moisture Melt Hair Mask won Gold in the Best New Hair and Scalp Product category at the Pure Beauty Awards 2024.

SEA+SOLU is an omnichannel business with both a direct to consumer business and a growing retail presence. Currently stocked in select retail partners including Avoca nationwide, as well as Meaghers and McCauley Pharmacies.

<https://seaplussolu.com>

