



Susan Fox

Ealu

Susan Fox is a serial entrepreneur, qualified skin therapist and trainer with over 30 years' experience in the beauty and skincare sector. She launched Eden Beauty Group 24 years ago which comprises two divisions, a clinic specialising in advanced skincare and a distribution arm supplying skincare, equipment and training to beauty professionals.

In June 2024, Susan launched Ealu (derived from the Irish word meaning "Escape"), a body-care range, with her co-founder Carly Colgan Bates. 98% of our skin is from our neck down but most people focus on the 2% on their face. Ealu products not only offer experiential skincare, they also contain active ingredients at clinically proven percentages. All of the products are made in Ireland, are vegan and PETA certified cruelty free. Ealu is available online and is also stocked in over 150 pharmacies, as well as 50 select gift stores in Ireland.

Ealu products have been featured on TV3, RTE, The Sunday Independent, Image Magazine, The Irish Times, The Cork Examiner and Goss.ie. Founders Susan and Carly have been shortlisted for a number of awards including The Eir Power of Women Awards, Hi Style Beauty Trailblazer and the Image Best New Brand award.

Ealu has been awarded Gold and Bronze medals in the Universal Beauty Awards and are finalists in the Pure Beauty Awards 2025. They were also awarded the Hi Style one to watch award in March 2025.

Ealu launched on Amazon USA in 2024 and Susan plans on expanding in the USA in 2026.

www.ealu-moments.com

