



Karen Kearney

SoakinWellness

Karen Kearney is the founder of SoakinWellness, a multi-award-winning Irish Atlantic sea & herbal wellness brand handcrafted in Co. Sligo. Inspired by the restorative power of the Atlantic Ocean and organic herbs grown along the Wild Atlantic Way, Karen created Soak to support deeper sleep, mood, stress relief, healing, and glowing skin through luxurious yet grounded self-care rituals. Today, the range includes Atlantic sea soaks, body scrubs, face & body serums, Atlantic sea sprays, candles, shower rituals, gift boxes, and Soak Bath Butlers.

Founded in 2021, SoakinWellness has grown into a wellness brand with a strong retail and hospitality offering. Alongside expanding retail, Karen is focused on developing Soak spa treatments and growing the Soak Bath Butler concept for hotel bedrooms and suites, creating beautiful in-room wellness experiences that allow guests to enjoy the benefits of sea therapy, aromatherapy, and relaxation in privacy and comfort. The vision is to support a more thoughtful wellness journey for hotel guests while giving hotels and spas a distinctive Irish experience to offer.

Every Soak product is handcrafted in small batches using 100% Atlantic sea salt, vegan ingredients, and organic herbs, with the brand rooted in kindness, sustainability, and healing. Karen's work is shaped by a deep belief that wellness should feel both luxurious and meaningful, whether experienced at home, in a spa treatment room, or as part of a calming hotel stay.

www.soakinwellness.com

STARTING STRONG PARTICIPANT

STARTING STRONG PARTICIPANT 2026

