



Orla Hennelly

ItsBeautyCheats

Orla Hennelly is the Founder of *ItsBeautyCheats*, an innovative beauty solutions brand that offers clever products designed to solve everyday frustrations.

Orla originally planned to pursue a career in fashion journalism and studied Communications in college. After graduating, she worked as a Store Manager with Hollister, where she developed a strong interest in retail and consumer behaviour. This experience led her to return to college to complete a Masters in Fashion Buying at Technological University Dublin.

During her Masters, Orla secured a buying internship with Dunnes Stores and went on to spend seven years with the company. She worked as the buyer for the in-house brand Savida, managing multi-million-euro seasonal buys. This role gave her extensive experience in product development, sourcing and identifying products with strong commercial potential.

Orla founded *ItsBeautyCheats* in November 2023, launching with a single product, LobeLifts. The idea was inspired by her own wedding day, when she worried about the discomfort and appearance of stretched earlobes from wearing statement earrings. LobeLifts—adhesive protective ear patches—offered a simple yet effective solution, and the product has since been patented.

Since launching, the brand has expanded rapidly to include a growing range of jewellery, underwear and bridal solutions. *ItsBeautyCheats* sells globally online and through wholesale partners including Uniphar, and jewellers such as One Dame Lane. Business highlights so far include a nomination for New Founder of the Year 2025 at the VIP Power of Women Awards and the opportunity to sell in Arnotts through the Pitch '25 competition.

With a growing product range and 100% five-star customer reviews, Orla's ambition is to build *ItsBeautyCheats* into the number one destination for unique beauty 'hacks' worldwide.

www.itsbeautycheats.com

STARTING STRONG PARTICIPANT 2026



STARTING STRONG PARTICIPANT