



Sarah Farrar

AINMHÍ

Sarah Farrar is a New Product Development Consultant in the Chemical Specialities Sector. She has over 8 years' experience in NPD, covering sectors from cosmetics to automotive to disinfection and beyond. Sarah has helped launch new products around the world, including EMEA and USA, as well as managed key stakeholder accounts with >€1B chemical suppliers. Sarah holds a Masters in Chemistry from the University of Huddersfield.

In October 2024, Sarah launched AINMHÍ – a natural, Irish Heritage skincare brand offering a range of cosmetic serums, each inspired by Irish stories. The serums are designed, tested and blended on AINMHÍ's Co. Kerry premises in Kenmare. Each serum carefully combines traditional Irish skincare ingredients with modern scientific actives, to create highly effective formulations that stay true to their past.

Since launching, the brand has gone from strength to strength, winning Best Serum at the Hi-Style Best Beauty Buys 2025, Best Pro-Biotic Skincare 2025 at the Universal Beauty Awards and Network Ireland Kerry's Emerging Businesswoman of the Year 2025. AINMHÍ has featured in VOGUE, TATLER, RTÉ and more.

In 2025, AINMHÍ closed a six-figure, Pre-Seed Investment round and is now poised for significant growth. The immediate focus is on scaling in the UK market, supported by a focused digital marketing strategy and plans for SEIS accreditation. Currently, partnerships with retailers and distributors are being developed to broaden market presence. Additions to the AINMHÍ offering are in development, with the brand committed to bringing luxury, sustainable, Irish skincare to the global market.

www.ainmhi.com

