

D O C T R I N E



Tracey Ryan

Doctrine Skincare

Tracey Ryan is a cosmetic chemist, herbal scientist, and co-founder of Doctrine Skincare, a science-led skincare brand that combines high-performance active ingredients with indulgent, sensorial formulations. Her particular strength lies in blending proven, effective ingredients with luxurious textures, colours and scents - creating products that deliver visible results while elevating the everyday skincare routine into a ritual.

Tracey holds a degree in Herbal Science and a Diploma in Cosmetic Chemistry, and has a long-standing passion for plant-based ingredients, which continues to inform her approach to formulation. She is committed to creating skincare that is both purposeful and transparent, with a focus on efficacy, experience and responsible product development. She also holds a HDip in Sustainability & Climate Action for Enterprise.

She began her entrepreneurial journey by founding Bia Beauty straight out of college, a plant-powered skincare brand that was later acquired by US-based Codex Labs. Building on this experience, she went on to establish Doctrine to bridge the gap between results-driven skincare and sensorial experience - delivering products that offer both performance and pleasure.

Since launching, Doctrine has built a growing retail presence across Ireland and has recently expanded internationally, launching into Australia in March of this year. The brand has also signed a European distributor, marking a significant step in its international growth strategy.

Looking ahead, Tracey plans to continue scaling Doctrine internationally, expanding the product range, and building a brand defined by the combination of scientific credibility and sensorial experience.

www.doctrineskincare.com

