



Irish health & beauty

# Driven by purpose, perfected by nature

Visit the Ireland Pavilion at Cosmoprof | March 21<sup>st</sup> to 23<sup>rd</sup>  
Hall 16, Stand D12



Rialtas na hÉireann  
Government of Ireland

# Ireland's beauty and cosmetics sector is thriving and renowned for producing high-quality, natural, and sustainable products.

It is a great pleasure to introduce the 2024 collection of Irish Beauty & Health Brands exhibiting at the Ireland Pavilion at Cosmoprof.

Our debut last year was notable for the success Irish brands achieved, including Nunaïa Beauty's win of the Cosmoprof 2023 'Green & Organic' award. Such achievements are a recognition of Ireland's growing reputation in the global beauty and health industry. Known for our quality and authenticity, the emerging influence and innovation of Irish brands can be seen across multiple industry categories, particularly evident in the realm of sustainable beauty.

This year's theme, 'Driven by purpose, perfected by nature,' reflects the connection and commitment of the Irish beauty industry to making a positive and sustainable impact.

Each of the brands who will feature at the 2024 Ireland Pavilion shares a passion for sustainable innovation and advancing the natural beauty movement.

New for 2024 are G5® Haute Cosmétiques by LLR-G5, GROUND Wellbeing, Pestle & Mortar and The Kind Brand Company who will join last year's participants L.A. PACIFIC, Gardiner Family Apothecary, Green Angel and Nunaïa Beauty. Each one is distinctive, highly individual and ground-breaking, making this an exciting collection of brands to discover.

Enterprise Ireland, the Irish Government's export development agency, is working to build a collaborative environment for these companies to continue to scale internationally.

Our network of 39 overseas offices actively works to support clients as they enter new markets, helping with market discovery and research, making introductions and bringing buyers to Ireland.

We look forward to welcoming you to experience some of the award-winning mastery of our Irish beauty and health brands.

**Come and visit the Ireland Pavilion at Hall 16, Stand D12**

# ELAVE

SENSITIVE CARE



## Elave

Elave creates dermatological skincare solutions designed to scientifically prevent and treat skin ageing caused by UV rays, everyday environmental pollutants, skin dehydration and a slower cell renewal process as we age. The company's Elave Face products focus on combating the environmental factors that contribute to skin ageing while helping to control skin pigmentation, deeply hydrate skin and reduce the appearance of fine lines and wrinkles.

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# Green Angel

LUXURY IRISH SKINCARE

## Green Angel

Green Angel is an award-winning luxury Irish skincare brand established in 2006 by Mary and Chris Mitchell. Proudly made in Dublin, Ireland, Green Angel products harness the benefits of mineral-rich seaweed from Irish coastal waters. An extensive range of products comprises skincare, haircare, body care and lifestyle products. From moisturisers to indulgent body creams, candles and diffusers the range is continuously evolving.

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## GROUND Wellbeing

**GROUND**  
wellbeing

Established in 2020 by spa expert Peigín Crowley, GROUND Wellbeing originated from a desire to create unique aromatherapy products and spa treatments. GROUND's offerings encourage purposeful self-care and are featured in renowned European hotels like The Four Seasons and Six Senses. The 100% natural, vegan products, addressing real-time concerns like sleep and anxiety, are handmade in small Irish batches. GROUND's therapist-centric rituals, developed by award-winning holistic therapists, aim to elevate the art of touch and rekindle passion among massage practitioners.

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## G5<sup>®</sup> Haute Cosmétiques by LLR-G5

**G5<sup>®</sup> Haute Cosmétiques**



In 1999, LLRG5 was founded to meet the growing demand for a supplement based on the monomethylsilanetriol (MMST) molecule, discovered in 1957 by Norbert Duffaut in France. LLRG5 successfully commercialised the molecule for immune support, bone and joint health, connective tissue formation, and collagen production. Approved by EFSA and the European Commission, LLRG5 expanded its offerings with G5<sup>®</sup> Haute Cosmétiques in 2022, introducing a premium cosmetic brand in France and Europe, featuring MMST, pure preservatives, and complementary ingredients through direct sales and partnerships.

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### L.A. Pacific



L.A. Pacific is an oral beauty brand. We're an extension of your daily routine. Our innovative whitening oral beauty collection is proven to naturally whiten your teeth in a safe and efficacious way.

L.A. Pacific is proudly part of the Innov8labs family, a cGMP health, beauty and cosmetic manufacturing company specialising in the formulation of products that people believe in. We collaborate with leading personal care brands and retailers across a range of categories including cosmetics, sunless tan, skincare, haircare, oral care, and cosmeceuticals.



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### Nunaia Beauty



Nunaia, combines the ancestral healing power of plants used for thousands of years in the Amazon Rainforest and Andes Mountains, with the latest green beauty technology. Its consciously formulated, award-winning range of Superfood Skincare Rituals nourish skin with clinically proven botanical formulations, restore inner balance with simple ritual steps, and support ecosystems and our community of growers through our regenerative business model.



**Winner of the Cosmoprof Green & Organic Award 2023.**

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# PESTLE — — — — — MORTAR

## Pestle & Mortar

Founded by Sonia Deasy, Pestle & Mortar is an Irish skincare brand renowned globally for its 2014 breakthrough, Pure Hyaluronic Serum. Merging ancient healing wisdom from the founder's Indian heritage with modern science, the brand offers simple solutions for beautiful skin. With over forty award-winning products spanning premium skincare, luxury body care, and derma skincare, Pestle & Mortar prioritises high-performance, clean ingredients, and a less-is-more philosophy. Pestle & Mortar consistently delivers innovative, simple skincare solutions to ensure skin looks and feels its best every day.



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## TanOrganic

TanOrganic, founded by Noelle O'Connor, is an organic suncare brand, proudly the world's first Eco-certified sunless tan and newly launched organic SPF brand. As The Skincare Tan, they are known for their innovative, skin-friendly products which are enriched with organic plant oils, peptides, aloe vera, and hyaluronic acid, which epitomise clean and organic beauty. Introducing The Skincare SPF, TanOrganic ensures sun protection without compromise - Certified Organic, Vegan, Cruelty-Free, Reef Safe and Eco-Friendly. Offering broad-spectrum UVA and UVB protection, the non-greasy SPF range caters to face and body, emphasising ethical practices by removing 27 bottles of ocean-bound plastic for every product sold.



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