



Dr Katherine Mulrooney, Kaye Mulrooney, and Dr Jane Mulrooney

Seavite

Another gorgeous organic beauty brand harnessing the goodness of the Atlantic Ocean, Seavite, which won the coveted IMAGE 2014 Best Irish Beauty Brand, began life in 1993 when Galway-based marine scientist Patrick Mulrooney and his wife Kaye noticed how swimming in the Irish Sea was the only thing that helped ease their two daughters' chronic eczema condition. It resulted in the formulation of the now cult Seavite Shower Gel, €13.75, which remains a bestseller to this day. The brand, beloved of anyone with sensitive skin, has recently been handed down to the couple's daughters, Drs Katherine and Jane, while son James is the company's finance director. **THE VISION** The renowned skin experts have revived and reformulated the original blends with their medical knowledge and the latest scientific developments and anti-ageing ingredients, but have ensured the products stay true to their late father's ethos of adding no parabens or chemical nasties that trigger irritations. "We're lucky that we can witness first-hand the impact a product can have on skin, as we treat hundreds of patients every month in our skin clinic," says Dr Jane Mulrooney. And it's the same culprit causing so many problems – namely too many products and too harsh a skincare regime.

"So our main goal was to upgrade the range so it worked like the latest sci-fi, luxury products, but still keep it organic and ultra-gentle. We spent months working on samples in labs and with scientists and finally nailed a line that bolsters the skin barrier, keeps it hydrated, calms irritations, and checks ageing too," explains Dr Katherine Mulrooney.

They've clearly hit the nail on the head, as pharmacy, health store and online trade is flourishing. Seavite orders are shipped out daily to Japan, Australia, and South Africa, and there's big plans to storm the States next year.

CULT BUYS We can't live without our daily dose of Seavite Super-Nutrient Serum, €37.50, which quenches dry skin unlike anything else on the market. **FOR MORE**

seavite.ie;
drmulrooney.com

