



Dr Jane &
Katherine
Mulrooney

SEAVITE

We want to expand the online side of the business and continue to expand our range of products. We were in a few small stockists pre 9/11 but the market changed then and it became more cut-throat.

We made the decision to only sell the products ourselves so that we could continue to have control over them and not compromise anything.

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{Seavite}

**Katherine Mulrooney,
Medical Director Seavite**

Growing up with Seavite as our family business myself and my sister Jane were always involved in some way with what was going on. When we were in school we helped in any way we could, making gift sets, packing and organising deliveries or helping out at different fairs etc.

We were an extra pair of hands and we were always on call! My main reason for deciding to study medicine and to do further study and practice dermatology stemmed from the fact that I had severe and chronic childhood eczema as did both my brother James and sister Jane.

It was so bad we had to

skip school at times. Mum and Dad (Seavite founder Kaye and Patrick Mulrooney) were plagued trying to find a cure and we attended every dermatologist in the country.

They say you go into the area of medicine to cure yourself and that's certainly true for Jane and me. We both love what we do.

While students in NUI Galway we both started to research all the scientific background of seaweed, its various powerful components and how they helped soothe sensitive skin.

We then began developing new products with the help of two chemists in the lab. We used specially selected organic seaweed and botanicals with proven skin nourishing and rejuvenating properties.

We now have seven face products and seven hair and body products all formulated with sensitive Celtic skin in mind and all containing scientifically proven skin-rejuvenating ingredients that don't irritate.

Jane and I travel worldwide to cosmetic dermatology meetings where the most exciting and newest trends in skincare are showcased. They really spark our imagination and often are the basis of a new product.

Ultimately for us, quality organic ingredients coupled with gentle yet efficient extraction techniques are key to create products that can compete globally with any of the best brands.

Today, we continue to work on R+D and try to stay on the forefront of new and exciting ingredients that are natural in origin and exciting formulations.

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