

# Catherine Morgan

**BIOFRESH SKINCARE BOSS**

**T**he skincare entrepreneur on her passion for the business of beauty

**From a young age I had an interest in beauty.**

I wasn't quite sure what field to pursue but biology was one of my favourites and best subjects. It gave me a great insight into how the skin functions and what it needs to keep healthy and glowing. As a teenager, I used to experiment putting lotions and potion together and applying them to my skin. I even loved to make my own rose water. It didn't take me long to discover that natural and organic ingredients always work best!

**I went to study Beauty Therapy in London when I was 19.**

In London I truly discovered my talents and what I loved doing best. I became one of the top consultants working for leading cosmetic brands in Harrods. The experience and knowledge that I gained during that time was invaluable and fuelled my ambition to open my own business some day. I was always researching ingredients, and those which worked best on the skin. I have very sensitive skin and working in the cosmetics industry allowed me to try and test so many different products and identify which were best for my skin. The conclusion was always high quality natural and organic ingredients. My career took a change of direction when I was around 23 and brought me into the airline industry and around the world. On my return to Ireland I worked in banking for many years. While these roles were very exciting and rewarding my passion always remained in the beauty industry. I decided to reignite this passion and established Biofresh Skincare. The rest is history...

**A typical day is getting up very early.**

I see my daughter off to school and take a brisk walk on the beach. Over breakfast I am checking emails, social media and planning the day ahead. I



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spend a lot of time in our Swords and Drogheda stores with clients doing consultations. The other aspect of our business is our very busy webstore which handles our internet and stockist orders. The workload is hectic, but I absolutely love doing it every day. I have a great team behind me and a wonderful husband with a unique set of business skills.

Our passion is to take brilliant care of your skin with products and services that successfully treat everything from acne to wrinkles, sensitive skin, sun damage, dry skin and oily skin. We believe that skincare and make-up should not only make you look and feel good, but they should also be good for your skin. No matter what your age or skin type, we deliver results which enhance the health and beauty of your skin. The results speak for themselves and we have many testimonials from our customers to prove we don't just make promises.

**The most important lesson I've learned is to completely ignore negativity and begrudgers.**

It's an unpleasant distraction for many a business and only makes you more determined to succeed. We've grown

substantially over the past 10 years opening our own stores and developing a network of more than 300 stockists nationwide which includes Boots.

**Our greatest achievement is delivering positive results for so many whether it's dealing with sensitive or acne prone skin.**

We have introduced an award-winning skincare regimen and a range of beauty treatments that deliver amazing results. We are practically a household name and many people think of Biofresh first when they need special attention for their skin.

**The best advice I can give is be very careful what you apply on your skin and research the ingredients.**

Skincare must be healthy and free of nasty chemicals which do nothing for your skin and that includes make-up. Our skin advice is honest and most of our customers see and feel the difference in their skin within weeks of using our products. Literally the best skin of your life starts with Biofresh!