



Oifig
Fiontair
Áitiúil

Local
Enterprise
Office



Caoimhe Carroll,
Ogam Aromatherapy



We source the finest raw materials from around the world and blend them to create a range of products that customers and retailers adore.



...Let's talk business



Comhairle Contae Lú
Louth County Council



The Ogam Aromatherapy Story



Ideas for new product development flow constantly; the only challenge is to having enough time to develop them and bring them to market!

Beautiful Carlingford is home to Ogam Aromatherapy. Behind the delightful Apothecary shopfront, lies a business that supplies hundreds of pharmacies around the country with premium essential oils and natural products. Established in 1996, Ogam Aromatherapy continues to innovate, grow and lead the market.

Managing Director Caoimhe Carroll, explains:

Established by my mother Roisin Carroll, this is a second generation family business. Over the years, we've been through many ups and downs, but these have made us more resilient and our business stronger.

Back in 1996, essential oils and therapies were still seen as quite alternative, but we knew that our products would benefit people in all walks of life. So, in tandem with developing our range of 35 essential oils and natural products, we also set about educating customers. We empower and inspire customers to use oils that will enhance their lives.

We teach them what the oils are good for, how to use them safely, what is suitable and unsuitable at different stages of life.

We encourage them to bring essential oils into their daily lives.

Ogam Aromatherapy is more than just our beautiful essential oils. Over the years, we have developed a range of natural products from bath salts and sanitisers to shampoos, candles and body scrubs.

We are one of several Irish companies selling essential oils into the Irish pharmacy market. United Drug and UniPhar distribute our product and we are also stocked by many of Ireland's larger pharmacy chains. Pharmacy staff are quick to talk to customers about the quality of our products. Our in-store branding is eye-catching. Our customers are loyal and word of mouth recommendations are really strong.

We work with hospitals, both at home and abroad, introducing the safe and efficacious use of essential oils in hospital settings. This includes research, education, due diligence and case studies with teams in clinical healthcare settings. Many clinicians and midwives know and understand the benefits of essential oils, and their introduction to hospitals can be a very comforting and enhancing experience for patients.

Watch The
Ogam Aromatherapy Story
On YouTube:



SCAN ME





What difference has the Local Enterprise Office made to your business?

Our Local Enterprise Office are part of our story. They're with us every step of the way. My background was in PR, so taking over and growing the business required a lot of new skills and knowledge. The Local Enterprise Office walked that journey with me. Using the supports available, I developed the skills and confidence to really grow the business. They bring strategy and structure to our business and are really proactive, always suggesting programmes and supports to keep us moving forward.

What supports have you accessed through your Local Enterprise Office?

The supports we've accessed have changed as the business has grown and evolved. In the early days, a place at Showcase really helped. Getting face-to-face with commercial buyers helped us to build relationships with big retail and pharmacy clients.

A **Priming Grant** helped us to evaluate our supply chain networks, costings, and procurement. This in turn has supported our business planning and strategy.

Through an introduction to Intertrade Ireland and the Acumen Programme, we received help to develop new markets in Northern Ireland. The **TAME Grant** helped us to attend international trade shows and explore opportunities to break into international markets.

The **Trading Online Voucher** helped us to develop the website that our business needed, serving both our direct and corporate orders.

During Brexit and COVID, Local Enterprise Office supports were really valuable. The **Brexit Advisory service** helped us prepare for the knock-on impacts, while the Business Continuity Voucher helped us adapt our plans and processes and respond to the challenge of COVID.

Green for Micro made our business even more sustainable by examining our processes, premises, packaging, and ethical procurement of product. It also looked at how we could be part of the circular economy and eliminate waste.

Financial Capability **Mentoring** and Leadership Coaching have helped me personally to build my business skills and the business to reach its potential.

What advice would you give someone starting off in business?

Measure twice, cut once. Plan properly and then take decisive action. As a business owner, it can be easy to get distracted and pulled in different directions. Effective planning is key to success in business, so take your time, plan properly, enjoy the process and don't take it all too seriously.

Discover more about the supports Caoimhe mentions in her story



Priming Grant

A Priming Grant is a business start-up grant available to micro enterprises within the first 18 months of start-up. A Priming Grant may be paid to buy new equipment, help with direct business costs such as salary, rental costs, utilities, marketing, consultancy costs, etc.



TAME Grant

The Technical Assistance for Micro Exporters grant is available to help micro enterprises in Ireland unlock new overseas markets for their products and services, within Europe and beyond. This grant can cover up to 50% of qualifying expenditure, up to a maximum of €5,000 [exc. VAT].



Green for Micro

This free programme helps small businesses take the first step towards becoming more sustainable. A green consultant will show you the small changes in your business that can have a big impact on your company - and the world around you.



Business Advisory Supports

Local Enterprise Office Louth has a range of business advisory supports, from Finance to Marketing, Sales to Strategy and everything in between. Contact us to today book an appointment in our Business Advice Clinic.



Trading Online Voucher

This scheme helps local businesses to develop a presence online. It is open to businesses trading for more than 6 months, employing 10 people or less and with turnover of under €2million per annum. Vouchers are available to a maximum value of €2,500 or 50% of eligible expenditure and can be used for IT Consultation, development of an e-commerce website, software, online advertising, digital marketing strategy etc.



Mentoring

Mentoring matches up the knowledge, skills and insights of experienced business practitioners with small business owner who need practical and strategic one-to-one advice and guidance. Mentors contribute independent, informed observation and advice to aid decision making.

Visit www.localenterprise.ie/louth to find out more about these and other supports.



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