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Local
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Dr. Conor Kerley,
Phytaphix

“
Our mission is to improve overall health for millions of people though natural, plant-based nutrition products, based on my own research and expertise. Introducing Phytaphix.
”

...Let's talk business



Comhairle Contae Lú
Louth County Council



The Phytaphix Story



Our products are designed for anyone who wants to live a healthier life. They address inflammation and support the immune system. Our mission at Phytaphix is to improve global health by improving nutrition.

Dr. Conor Kerley knows that improved nutrition, reduced inflammation and improvements in diabetes, blood pressure and heart disease treatment can enhance quality of life for people across the globe. His acclaimed clinical research has won multiple awards. Having worked in the US and travelled around Australia presenting his research findings, Conor realised that commercialisation was the only way to bring his knowledge and wider audience and drive improvements in public health.

His flight from Australia landed back in Ireland on Saturday and the following Monday he started a “Start Your Own Business” programme with Local Enterprise Office Louth. Conor explains:

Nutrition and lifestyle is the key to good health, but living a healthy lifestyle isn’t always easy. Different foods can have beneficial effects on the human body, e.g. reducing inflammation that causes disease, lowering blood pressure or relieving joint pain. However, often people can’t or won’t get enough of those beneficial ingredients into their day-to-day diet.

At Phytaphix, we focus on finding ways to bring the principles of good nutrition into people’s everyday lives. We are a plant-based nutrition product company, using natural food ingredients and based on my own research.

Ingredients include Irish mushrooms, cherries, berries, Matcha green tea, different herbs and spices, instead of chemical compounds. Our science based, natural products are convenient and easy to take.

I know from my work as a clinician, that the patient experience is crucial. It doesn’t matter how good something is for you, if it tastes horrible or has side effects, then people won’t take it consistently. Much of our time, research and work at Phytaphix goes into ensuring that our products are easy to take, as well as being highly effective.



At present the company has 2 products on the market, Immune Phix and COVMPAQ. Immune Phix, a delicious berry powder that can be mixed into any food or drink, naturally supports and boosts immunity and energy. COVMPAQ contains vitamins, minerals and phytonutrients in specific amounts that are known to help maintain good health and naturally supports healthy inflammation, immunity, muscle and nerve health.

Watch The Phytaphix Story On YouTube:



SCAN ME





What does the future hold for Phytaphix?

While we develop our manufacturing and distribution capacity, our primary focus is on driving sales via our e-commerce sites and retail outlets. Our next priority is to scale in the retail market in Ireland, followed quickly by the UK and Germany. Our ambitions are much greater than that. In the next 5 years, we want Phytaphix to have high value nutrition products, focusing on blood pressure, blood sugar, joint health and brain health, available on every continent.

We have a pipeline of nutrition products, tackling some of the most common health issues in the global population. Our mission really is to improve overall health for millions of people worldwide.

What supports did you receive from your Local Enterprise Office?

Since that initial **Start Your Own Business** programme, I've received a wide variety of supports from Local Enterprise Office Louth.

Financial Supports such as the Feasibility Study and Priming Grant helped to fund work on new products, trial manufacturing, accessing formulations expertise, branding and packaging work, leading to the launch of our first and second products. Business Advisory and mentoring supports during this time helped us with product pricing, business development, manufacturing, dealing with retailers and more.

The **Trading Online Vouchers** helped us to build our e-commerce platforms to promote the products and facilitate sales.

Other programmes such as Ireland's Best Young Entrepreneur, Co-innovate, Green for Micro, Digital Marketing Training, National Enterprise Awards and Food Academy have all helped me to grow as an entrepreneur and strengthened the business.

Financial supports have been hugely important, but the **Business Advisory Supports** were equally important. As a clinician and researcher, I had no business or commercialisation experience. I've learned everything from scratch and, through the Local Enterprise Office, I've had access to incredible mentors and advisors along the way. They have provided me with the support to develop strategies and make the right decisions for Phytaphix.

What difference did that make to your business?

Quite honestly, my business exists because of the support of my Local Enterprise Office. I have the knowledge, and the skills and the drive to create, test and bring Phytaphix products to market. Local Enterprise Office Louth have provided the support that I needed to make that possible. They have been with me every step of the way. Their support has been instrumental in the growth and development of Phytaphix.

Discover more about the supports Conor mentions in his story



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Start Your Own Business

The Start Your Own Business Programme is designed for people wishing to start their own business, or those who have recently started trading. It provides practical support, advice and guidance in a broad range of business areas to get you started.



Financial Supports

Local Enterprise Offices have a range of financial supports for eligible businesses. These include low interest Microfinance Loans, Priming, Business Expansion, Feasibility and Agile grants. Smaller supports such as TAME grants and Trading Online Vouchers are also available.



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.



Business Advisory

Local Enterprise Office Louth has a range of business advisory supports, from Business Advice Clinics, to Mentoring and creating connections with industry-specific specialists. Contact us to today book an appointment in our Business Advice Clinic.

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

Phytaphix

Phytaphix - Dr. Conor Kerley

083 1458796 hello@phytaphix.ie www.phytaphix.ie

Regional Development Centre, Dublin Road, Dundalk, Co. Louth A91 AH26



Local Enterprise Office Louth



Comhairle Contae Lú
Louth County Council



**Local Enterprise Office,
Town Hall, Crowe St,
Dundalk, Co. Louth.
042 933 5457**

info@leo.louthcoco.ie

www.localenterprise.ie/Louth