

“Exclusivity, sustainability and emotion guide everything we do.”

EOGHAN McMAHON

Beyond Scent



After spending 18 years in the Middle East and Asia, Eoghan McMahon relocated Beyond Scent, the custom fragrances company he founded in Dubai, to Dublin.

Eoghan lived and worked in Oman, Dubai, Hong Kong, Thailand, Vietnam and Saudi Arabia in the Hospitality and Private Equity sectors before launching Beyond Scent in 2012.

Both personal and professional reasons led to the decision to return to Ireland. “As a young family, we felt it was time to move home and be surrounded by family and friends,” he says. “We were mindful that if we delayed for a couple of years, we might reach a point of no return once schooling started. On a professional note, our move was complicated by the fact that my wife is Kenyan and so we had to decide where best to relocate for the company. Nairobi is a wonderful city, but we felt that Dublin offered greater potential for our concept.”

Beyond Scent is a fragrance design

consultancy that specialises in brand experience. “Exclusivity, sustainability and emotion guide everything we do; helping businesses define, shape and communicate brand identity with exclusive custom-made fragrances,” Eoghan says.

“Our development process starts with an initial consultation followed by a brand assessment, before our perfumers establish a bespoke scent exclusively for a brand. Each custom scent can be professionally diffused within any space and extended to a range of private-label products; candles, reed diffusers, in-room sprays, and luxury sachets.”

Beyond Scent’s partners include Monart Spa, Parknasilla Resort & Spa, and Fitzwilliam Hotel, and its IFRA-certified fragrances are 100 percent safe, eco-friendly, and allergen free.

Eoghan acknowledges that relocating to any country brings its own set of challenges, but he was surprised at the level of difficulty he and his family experienced in Ireland.

“Nowhere in the world had I experienced such difficulty in renting a house, getting affordable car insurance and securing a school for our daughter,” he says. “I was also taken aback at the cost of getting the business set up – between consultancy fees, insurance and taxation. Logistics and supplier-sourcing also presented hurdles within our first year.

“Offering practical supports such as the Back for Business initiative is very helpful. Entrepreneurship can be a solitary path, so any form of positive social interaction coupled with commercial development should be prioritised,” he says.

Beyond Scent is currently growing operations throughout Ireland and is seeking to recruit additional staff over the coming months. It is also actively engaged with growing the business in the UK.

BEYOND
scent

POSITION

Founder and Managing Director

WHAT WE DO

We create custom fragrances that capture the essence and personality of a brand.

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