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AOIFE MATTHEWS

SISTERLY



After years building a career in finance and energy, Aoife Matthews is now focused on a very different challenge: simplifying the confusing world of supplements for women.

The Dubliner spent much of her career living and working in London, Santiago and Madrid before forming SISTERLY, a wellness company developing science-led supplements for women's health, in 2020 alongside friends Jennifer O'Connell and Louise O'Riordan.

“The whole supplement space is incredibly confusing and overwhelming. Women are taking multiple products related to different aspects of their health. We realised there was a real gap in the market for a single product, backed by science, that supports energy, hormonal balance, immunity, beauty, and more,” she says.

In September 2023, the business launched its first product, The Elevator – a daily supplement delivered in a single sachet designed to replace multiple vitamins and supplements.

The reaction from buyers has been strong, with the company seeing rapid growth through online sales and word-of-mouth recommendations. “It took almost three years of research and development to get the formulation right. We wanted to create something that was genuinely evidence-

based. We've been really encouraged by the response. Women try it and often start recommending it to friends,” she says.

“Women are busy – work, families, ageing parents – so we wanted to create something that simplifies things. If we can make it easier for women to support their health every day, that's a great place to start.”

After spending the company's early development years in Madrid, Aoife returned to Ireland in 2023 as the business moved towards a full commercial launch. She now focuses on scaling the brand alongside her co-founders.

The company is already shipping internationally and building a growing customer base across the United Kingdom, United States, and other global markets.

Ireland remains a key market – high-profile supporters include Irish Olympic sailor Annalise Murphy and athletics legend Sonia O'Sullivan – but Aoife and her co-founders are aiming to build on their burgeoning international presence by growing their customer base in the United Kingdom, United States, and other global markets.

“We're predominantly a subscription brand but we have a few select retail partners. In Ireland, we work with Brown

Thomas and Meagher's Pharmacy. In the UK, we work with Harrods and John Bell & Croydon, known as the Queen's Pharmacy,” she says.

“The UK is a massive market, so we're really targeting that in the coming months. We're also launching a second product – a supplement specifically designed for women who are pregnant and breastfeeding.”

Like many first-time founders, she found the transition from corporate life to entrepreneurship challenging – particularly when navigating areas such as company formation, funding and scaling a new venture. That led her to participate in the Back for Business programme.

“None of us had actually set up our own company before. Being able to talk to other entrepreneurs who were going through similar challenges was incredibly helpful,” she says, adding that the programme's strength was that it allowed her to connect with founders at different stages of their business journeys, leading to exchanges of practical advice on everything from suppliers and logistics to funding and growth strategies.

“Entrepreneurship can feel quite isolating at times, especially in the early stages,” she says. “Having a group of people you can learn from makes a huge difference.”

SISTERLY

POSITION

Co-founder

WHAT WE DO

A wellness company developing science-led supplements for women's health

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