



Martha Ryan, Head of HR (ROI)

Boots Ireland

Boots Ireland is delighted to support female entrepreneurs and innovation through the Starting Strong programme.

Established in Ireland since 1996, Boots Ireland's mission is to be the first choice for pharmacy, well-being and beauty, caring for people and communities in Ireland. Our customers are at the heart of our business and we are committed to providing exceptional care and offering innovative products all delivered with the great value customers love. We are proud of our community partnerships. In particular, our charity partnership with the Irish Cancer Society aims to support those living with cancer in Ireland and to increase awareness, promote prevention and raise vital funds for the Night Nurse Service. We aim to always be the employer of choice, attracting and retaining the most talented and passionate people.

Boots has built a reputation in cutting edge innovation in health, beauty and wellness. We are committed to offering our customers innovative and fantastic products such as our own brands No7, Boots Pharmaceuticals, Soltan, Botanics, SEVENTEEN and Soap & Glory. We have also been at the forefront of innovation in pharmacy services as the first pharmacy in Ireland to introduce winter flu vaccinations and emergency hormonal contraceptive service. This ethos underpins our support for Starting Strong.

According to Martha Ryan, Head of HR, Boots Ireland *"I am delighted that Boots Ireland is supporting the Starting Strong programme. As a company with a strong female workforce, developing female entrepreneurship and supporting ambitious female innovators is important to us. This year's panel of Starting Strong participants are from diverse backgrounds and they each have great opportunities for future growth. Through the provision of a 'Route to Market' workshop, we have been able to support those entrepreneurs who have developed innovative products and services and we look forward to exploring the future potential of some of these initiatives."*

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