



Bánór is an Irish skincare company founded in Tipperary by pharmacist Nicola Lyons and dairy industry professional Elaine Crosse.

The brand blends clinical dermatology expertise with agricultural heritage, creating products that harness the natural benefits of sheep milk and lanolin sourced from local farms. Guided by a "farm to formula" philosophy, Bánór prioritises traceability, sustainability, and locally sourced ingredients.

The brand positions itself as pharmacist-formulated natural body care, combining time-honoured ingredients with modern skincare development principles.



Nicola Lyons and Elaine Crosse, Co-founders

CLINICAL EVALUATION STUDY



About Health Innovation Hub Ireland

Health Innovation Hub Ireland (HIHI) was established by the Department of Business, Enterprise and Innovation and the Department of Health and is supported by Enterprise Ireland (EI) and the Health Service Executive (HSE) to drive collaboration between the health service and enterprise. We offer companies the opportunity for pilot and clinical evaluation studies and we provide the health service access to innovative products, services and devices that they may not otherwise be exposed to.

HIHI is built on the recognition that collaboration with enterprise can benefit patient care, patient pathways

and outcomes. We assess all concepts for healthcare innovation from those on the frontline – from clinician to porter. We encourage healthcare professionals to get in touch with HIHI if they have an idea or solution to how something in your job might work better.



The Healthcare Challenge

A significant proportion of patients presenting in dermatology clinics suffer from dry, sensitive or compromised skin barrier conditions. Over a third of the population experience concerns such as eczema, dermatitis, severe dryness, or impaired skin barrier function, underscoring just how prevalent these conditions are in everyday dermatology practice.

These findings highlight a clear and ongoing clinical need for effective, well-tolerated supportive skincare solutions based on natural ingredients. In particular, they point to the importance of having reliable products suited to long-term management, where maintaining skin barrier integrity and patient comfort are central treatment priorities.



The Healthcare Solution



Bánór's body care range addresses several recurring challenges in the management of dry, sensitive and compromised skin. Formulated by a pharmacist, the products are centred on sheep milk and lanolin - ingredients naturally rich in essential fatty acids, proteins, vitamins and minerals that may support hydration and skin barrier function. Lanolin is a recognised occlusive agent with an established role in moisture retention.

The products also use naturally derived fragrances, including lavender, geranium and ylang ylang. The range includes a body lotion, wash, oil and scrub, all using naturally derived ingredients sourced locally in Ireland. The use of sheep milk, somewhat unique to Bánór's skincare range, coupled with its pharmacist-led formulation position it as a potentially well-tolerated option for long-term supportive skincare for people suffering from a range of skin conditions.

HIHI Role

Through its clinical network, Health Innovation Hub Ireland identified dermatology clinicians at University Hospital Galway with relevant expertise and an interest in the product category. The engagement was structured in line with the HIHI innovation pathway, with HIHI providing supports in terms of co-ordination of clinician participation, questionnaire design, as well as planning and facilitation of the session itself. Overall, the session gave Bánór access to expert clinical input that, as a small Irish company, it would not otherwise have been able to secure independently.



Outcome Report

The clinicians reviewed the Bánór product range, completed a structured survey and engaged in open clinical discussion. The response was positive, particularly regarding the feel, texture and usability of the products, describing them as hydrating, non-greasy and cosmetically appealing. Perceived benefits included improved hydration, reduced itchiness, dryness and irritation, and improved patient comfort. The products were seen as having potential value as a supportive or adjunct skincare option, particularly for patients with dry or compromised skin, rather than as a replacement for prescribed treatments.

Sheep milk was recognised as a novel differentiator, though its unfamiliarity in clinical dermatology underscores the need for further evidence. The group expressed interest in receiving product samples for personal use and for distribution to selected patients, with agreement to provide follow-up feedback - representing a clear pathway for real-world evaluation. Amrit Kaur, Advanced Nurse Practitioner, Dermatology said *"What stood out to me was the quality of the formulations and the strong hydration they appeared to provide. I would be interested in seeing how patients respond to the products in a real-world setting, particularly those with dry or sensitive skin."*

The feedback gathered through this process provides a strong, actionable foundation to inform ongoing product development. In terms of next steps, the most immediate priorities identified include fragrance-free formulation development, patient sampling and feedback, and strengthening of the clinical evidence base.

Testimonial

"Partnering with Health Innovation Hub Ireland for our clinical evaluation was a pivotal step for Bánór. As a small Irish company, gaining structured, expert feedback from dermatology clinicians at University Hospital Galway gave us insights we simply couldn't have accessed on our own. The process validated the clinical relevance of our sheep milk and lanolin formulations, while also giving us clear, actionable direction. Equally valuable was the enthusiasm from clinicians to continue collaborating through real-world patient sampling. Maria Kelly and the HIHI team made the entire process straightforward and professionally supported."

Nicola Lyons, Co-founder, Bánór