



Peigín Crowley

*Mental Health and Wellbeing, Founder
of GROUND Wellbeing*



Peigín Crowley is a renowned wellness curator with over 28 years of experience in the global spa and wellness industry, designing award-winning experiences for luxury resorts including Rosewood, Six Senses, and Four Seasons.

In 2020, she founded GROUND - a wellness brand rooted in purposeful self-care. Moving beyond surface-level treatments, Peigín's work addresses real human needs such as anxiety, insomnia, hormone balance, burnout and cancer support.

Peigín is passionate about creating inclusive wellbeing experiences that serve diverse communities - from children with additional needs to those living with dementia. In the corporate space, she collaborates with organisations to support employee wellbeing through tailored wellness experiences and talks. Peigín delivers engaging and empathetic sessions on Sincere and Inclusive Wellbeing, encouraging individuals and teams to reframe self-care as a vital part of personal and professional sustainability. Her mission is simple yet profound: to educate and inspire people to truly "Mind Yourself."