

Lyko and Smuuti launch the most innovative sunscreen of the summer

Lyko is bringing to its assortment in May an SPF50 sunscreen in an innovative cushion format, developed in collaboration with Finnish skincare brand Smuuti. The product will be launched exclusively at Lyko in May.

Sunscreen use has evolved from a seasonal summer ritual into a year-round skincare essential. The category is one of the fastest-growing at Lyko, and in recent years has begun attracting a younger demographic as well. There is a clear consumer need for a product that makes reapplying sunscreen easy in everyday life – and now Smuuti has developed exactly that solution, available soon exclusively at Lyko.

Innovative SPF50 product in a cushion package

Sunscreen should be applied to the skin several times throughout the day, even when wearing makeup. Many products, such as SPF sprays and sticks, are popular options but often provide inadequate protection. A cushion sunscreen offers a long-lasting and more effective coverage. The airtight cushion packaging makes reapplication not only easier than ever, but also more hygienic.

The product is applied by pressing a heart-shaped sponge applicator, which distributes the lightweight, cream-like formula evenly across the face and neck, leaving a natural, moisturized feel. The formula, containing peach extract, ceramides, green tea and SPF50, provides effective hydration and antioxidant protection.

"At Smuuti, we strive to challenge ourselves with innovative products and to solve real consumer challenges, in this case sunscreen reapplication. Peach Sun Cushion is a unique product developed from the premise that reapplying sunscreen must be easy. Lyko is a destination where skincare enthusiasts can trust to find the best products, which made this collaboration a natural fit and a true honor for us", says Smuuti founder **Jenni Ahokas**.

"This launch continues our great and long-standing collaboration with Smuuti, a true trailblazer in K-Beauty segment. Smuuti's Watermelon Sun Cream launch in spring 2025 was a great success at Lyko, and now we can continue to encourage especially our younger customers to sunscreen daily", says Rebecka Landh, purchaser at Lyko.

Smuuti Peach Sun Cushion (15 ml) launches exclusively at Lyko on 25th May 2026. The product will be available in stores in Sweden, Norway and Finland, as well as online across all Lyko markets.

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Image Attachments

[Peach Sun Cushion 1](#)
[Peach Sun Cushion 2](#)
[Peach Sun Cushion 3](#)
[Peach Sun Cushion 4](#)

Attachments

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