



gleeze.

LYKO LAUNCHES GLEEZE

Low spend, high vibe makeup for the TikTok generation

In January 2026, Gleeze drops exclusively at Lyko – a hyped makeup universe born from TikTok culture. Low spend, high vibe makes it easy to try trends, max out creativity and create looks that pop without breaking the budget.

Gleeze is made for the feed and the FYP, with color, attitude and products that encourage self expression every day. Here, it is just as natural to grab a trend mascara for a night out as it is to throw in a gloss for your next GRWM video – the products should feel like a no brainer at checkout and stand out on screen.



Created for next gen beauty explorers

Gleeze is built for content – from GRWM and transitions to quick before & after clips. Every product is designed to show up on screen, be easy to use and deliver instant effects that feel screenshot friendly. Gleeze should feel at home in the feed, where every product can become the next viral moment.

Make it Gleeze

Gleeze is created for everyone who wants to say “Make it Gleeze” when they go from basic to bold with just a few products. The ambition is an inclusive, playful universe where young people can find makeup that boosts creativity and celebrates self expression – accessible to more, not fewer.

Contact:

Saga Wikström
Brand Manager, Gleeze
+46 722 53 44 82
saga.wikstrom@lyko.com

**GLEEZE WILL BE AVAILABLE
EXCLUSIVELY AT LYKO.COM
AND IN ALL LYKO STORES
FROM 26 JANUARY 2026.**



“With Gleeze, we want to give the next generation a brand that matches how they actually live online – fast, playful and community driven. Low spend, high vibe means you can play with expression, follow trends and find your own style without compromising your wallet”, says Louise Nobel, Head of Marketing Sweden at Lyko.

Hero products: from gloss to full vibe

At launch, Gleeze drops a colorful lineup in the price range 25–45 SEK / 25–45 NOK / 2.29–3.99 EUR:

- **Yummy Lip Gloss** – gives glossy slick lips that catch the light and trigger cravings with every swipe.
- **Cheeky Blush** – soft, buildable shades for that perfect pop and a golden hour feeling every hour.
- **Freeze Setting Spray** – wraps your makeup in a weightless mist with fresh aloe and locks the look clean and selfie ready.
- **Grippy Primer** – gives your base grip, smooths and helps your makeup stay put through every filter change.
- **Mascaras** – maximizes volume and makes lashes fly, both in real life and on camera.