



gleeze.



Meet Gleeze – the new makeup brand bringing low spend, high vibe to the next generation. Launching exclusively at Lyko on January 26, 2026, Gleeze is created for TikTok culture and a new wave of beauty explorers.

Get ready to Make it Gleeze.

We aim to inspire young beauty explorers with makeup that fuels creativity and nails the latest looks without the hefty price tag. Cause everyone deserves to shine, one makeup moment at a time.



BRAND PROMISE

**LOW SPEND,  
HIGH VIBE.**





Gleeze is dropping a full-on makeup lineup – Yummy Lip Gloss, Cheeky Blush, Freeze Setting Spray, Grippy Primer and two standout mascaras.  
All priced between 25–45 SEK / 25–45 NOK / 2,29–3,99 EUR.

Plus a whole universe of tools and accessories to take every look next-level.

# gleeze. MAKEUP

**LOUD**  
Volume  
Mascara



39 SEK / 39 NOK /  
3,49 EUR

**FLY**  
Lengthening  
Mascara



45 SEK / 45 NOK /  
3,99 EUR

**GRIPPY**  
Primer



39 SEK / 39 NOK /  
3,49 EUR

**YUMMY**  
Lip Gloss



25 SEK / 25 NOK /  
2,29 EUR

**CHEEKY**  
Blush



Pink Lemonade  
Proud Peach  
Raspberry Rebel

45 SEK / 45 NOK /  
3,99 EUR

# gleeze. TOOLS



**MUSHY**  
Powder Puff

19 SEK / 19 NOK /  
1,69 EUR



**SWEEP**  
Blending  
Sponge

**SQUISH**  
Blending  
Sponge

**BOUNCE**  
Blending  
Sponge

29 SEK / 29 NOK /  
2,59 EUR



**SNAP**  
Pocket Mirror

35 SEK / 35 NOK /  
3,19 EUR



**HUG**  
Headband

35 SEK / 35 NOK /  
3,19 EUR



**SQUAD**  
Brush Kit

99 SEK / 99 NOK /  
8,99 EUR



**HEART**  
Toiletry Bag

89 SEK / 89 NOK /  
7,99 EUR

# gleeze. MERCH



**LIP GRIP**  
Holder



39 SEK / 39 NOK /  
3,49 EUR



**CORE**  
Charm



**HAUL**  
Tote Bag



**PUFFY**  
Stickers



39 SEK / 39 NOK /  
3,49 EUR



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# YUMMY LIP GLOSS

## Shine check. Feel the Yummy.

Yummy Lip Gloss brings instant high-shine energy and a maxed-out vibe for lips that love the spotlight. It smells just as good as it glows, with its signature Yummy scent that sparks cravings with every swipe.

## Why you'll crave it:

- High-shine gloss and ultra-glow in seconds.
- A Yummy scent that delivers instant cravings.
- Creamy feel with zero stick.
- Fuller-looking lips on the spot – glassy and extra yummy.



**Minty Melt**  
Mint-scented

**Bubble Yum**  
Bubblegum-scented



**Rare Raz**  
Raspberry-scented

**Caramel Coat**  
Caramel-scented

**Berry Boom**  
Strawberry-scented



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## CHEEKY BLUSH

Give cheeks some attitude. Paint your mood.

Cheeky Blush Sticks give you creamy, blendable blush that glides on smooth and serves quick glow ups in seconds.

Easy to work in, melts in fast and leaves a fresh pop of color. Create your vibe, from soft flush to main character rosy. For cheekbones that always give face.

### Why you'll want it:

- Bouncy color that boosts your look
- Glides on smooth and melts in fast
- Fresh shades with a golden hour feeling every hour



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# MASCARAS

## Fly Lengthening Mascara

### Why you'll reach for it:

- Super length and flex. Flight mode for your lashes.
- Creamy, buildable formula.
- Brush that separates and defines every lash for a clearer, more open gaze.

## Loud Volumizing Mascara

### Why you'll turn it up:

- Daring volume for lashes that love the spotlight.
- Creamy, easy formula so you can build exactly the intensity you want.
- Chunky brush that gives every lash power. On the spot.

### The difference:

Fly = length, lift and definition

Loud = volume, fullness and impact



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# SETTING SPRAY & PRIMER

## Freeze Setting Spray

### Why you'll vibe:

- A weightless cloud mist with fresh aloe that locks your look in place
- Sets your makeup and makes it long lasting
- The mist gives an instant fresh look without feeling sticky.
- Your look stays "frozen" in place

## Grippy Primer

### You'll love:

- Maxed out staying power for makeup that lasts
- Silky smooth feel that is always on point
- A sweet, sugary scent that gives you a boost



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# SQUAD BRUSH KIT

Three brushes, one glow squad. Highlighter, blush and bronzer brush working as a team to give your face full on filter effect without the filter.

## Highlighter brush

The tapered, precise shape makes it super easy to drop glow exactly where you want it – from cupid's bow to brow wow. Sweeps on highlighter feather light and is just as sharp when it comes to blending edges into soft focus perfection.

## Blush brush

Angled, sculpted and always on your cheek side. The shape follows the natural lines of your cheekbones, so you can build everything from a soft flush to a more snatched contour without any harsh lines.

## Bronzer brush

Your sun in brush form. Works with both pressed and loose powder and sweeps bronzer where the sun naturally hits: forehead, chin and down along the neck for an even, seamless tan illusion.

