

## Soon at Lyko: Gen Z favorite Milk Makeup

**Exclusively at Lyko! Finnish and Norwegian beauty fans can shop Milk Makeup for the first time in their countries**

**Rumors about the launch have already gone viral on TikTok in Norway:** <https://www.tiktok.com/@tnyhaug/video/7337700385919995168>

People didn't think it was true and several have commented that it is "fake news", but now we can happily confirm that IT IS TRUE. On March 4, Lyko launches Milk Makeup exclusively on Lyko.com in Finland and Norway.

*"It's huge for us to launch such an iconic and recognized beauty brand as an exclusive partner in Finland and Norway. It means a lot, not only to us at Lyko, but to the Milk customer who has previously had to buy the make-up abroad. We're really excited and looking forward to welcoming all Milk fans to the pre-launch in our Flagships in Helsinki and Oslo on Saturday 2 March, and then launching the products online on March 4th" -Tom Thörnblom, Head of Communication at Lyko*

Vegan and cruelty-free? Check, check! From now on, all Finnish and Norwegian beauty enthusiasts can FINALLY enjoy that one of our time's perhaps most viral brands. Ladies, gentlemen and non-binary - soon you can buy Milk Makeup at Lyko!

There will be a pre-launch at Lyko flagships in Helsinki and Oslo on Saturday 2 March. Here, Milk fans are invited to a launch party with a DJ, make-up artists and a good shopping atmosphere! The first 100 who buy Milk Makeup products also get a gift with the purchase.

### **Famous favorites to fall in love with**

Maybe you recognize the amazing Lip + Cheek - Mini Stick from COUNTLESS videos on Tiktok? You may have wondered how all influencers get such gorgeous cheekbones? The answer is of course the best seller Matte Bronzer - Mini Stick! (Warning: highly addictive product! Side effects include never wanting to buy another bronzer again!). Milk Makeup is the brand where the products spread like eyeshadow without a primer, or in other words SUPER FAST and EVERYWHERE. Their latest launch, the innovative and fun Jelly Tint Blush sold out in record time at Sephora US, with 45,000 on waiting list after the launch: <https://fashionista.com/2024/02/milk-makeup-cooling-water-jelly-tint-chill-review>

### **Experience the TikTok hype**

So exciting, huh? Do like the rest of the world's beauty nerds and shop Milk Makeup for all spring looks! In addition to the fact that Milk's products are very popular and go hand in hand with perhaps the most important feature of a good make-up routine: they are easy to use!

Gen Z has spoken - this spring's must-have products come from Milk Makeup - and you can get them soon at Lyko.com!

## Lisätiedot

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## Tietoja Lykosta

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## Kuvaliitteet

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[Milk MakeUp](#)  
[Milk Run, Don't Walk! 1](#)  
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## Liitteet

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