

TIKTOK VIRAL HAIR SYRUP ANNOUNCES EXCLUSIVE LYKO PARTNERSHIP

The UK's fastest growing British haircare brand in 2025, Hair Syrup, is accelerating its international expansion with a new exclusive retail partnership with Lyko. From 1st September 2025, five of Hair Syrup's bestselling 100ml oils will launch exclusively on Lyko.com across Norway, Sweden, Denmark and Finland.

The recent partnership marks Hair Syrup's first entry into Scandinavia, following its successful launch in Ireland earlier this year with TikTok Shop. For the first three months, the products will be available exclusively through Lyko. Haircare is Lyko's largest product category, making it a natural fit for Hair Syrup's award-winning range.

The launch will feature five of Hair Syrup's core SKUs (100ml):

- # **Rapunzel:** Hair Syrup's best-selling formula with castor and grapefruit oils to encourage thicker, fuller hair.
- # **Grows-Mary:** rosemary-powered to support scalp health and stimulate growth.
- # **Mint Condition:** a refreshing scalp clarifier, including peppermint, eucalyptus and tea tree for a fresh, flake-free scalp.
- # **Lemon Aid:** citrus-infused to rebalance oily roots and boost shine.
- # **Vitamin C Me:** antioxidant-rich oils to brighten, protect and repair colour-treated hair.

Each SKU will retail at approximately **€25**, reflecting Nordic pricing.

Aleksandra Dybdal-Hothe, Country Manager Lyko Norway, says:

"Hair Syrup has taken social media by storm, and now Nordic beauty lovers can finally be part of the hype. We love products that make haircare fun – while still delivering results. That Lyko gets to launch Hair Syrup exclusively in the Nordics feels like a perfect match."

Lucie Macleod, Founder of Hair Syrup, says:

"Partnering with Lyko is a significant strategic step for Hair Syrup. Lyko's reputation for launching and scaling exciting new brands, their dominant position in haircare, and their digital-first retail model make them the ideal partner as we expand into Scandinavia. This move allows us to strengthen our international presence while ensuring our products reach customers in a market that is highly engaged with both beauty and innovation."

Motion Oslo, Hair Syrup's Nordic distributor, says:

"Lyko offers Hair Syrup the perfect launchpad in Scandinavia, combining scale, digital innovation and deep category expertise in haircare. Their reputation for successfully introducing new brands to the Nordic market makes them an ideal partner for this expansion. Since announcing the partnership, we've already been approached by additional major EU retailers, which demonstrates the strength of Hair Syrup's reputation even before launch and the opportunities this brand has to grow further across the region."

The Hair Syrup range will be available exclusively via [Lyko.com](https://lyko.com) from 1st September.

About Hair Syrup

Founded in 2020, Hair Syrup is a British haircare brand specialising in natural, pre-wash oil treatments designed to support healthy hair growth, restore moisture, and target scalp concerns. Each formula is handmade in the UK using cold-pressed, clinically-backed ingredients and developed to address specific hair goals, from breakage and dryness to oiliness and scalp imbalance. A TikTok-viral favourite, the brand has over 500,000 loyal social media followers and is stocked across major retailers including Boots, JustMyLook, Urban Outfitters, ASOS, Anthropologie and TikTok Shop, and from September 2025, exclusively with Lyko across Scandinavia. In 2025, Hair Syrup was ranked 13th in The Sunday Times 100 list of fastest-growing UK companies, making it the country's fastest-growing beauty brand. Alongside its rapid sales growth, Hair Syrup has received multiple awards including Haircare Brand of the Year (Wales Prestige Awards 2025), Best Natural Haircare Product (Global Green Beauty Awards 2025), and Best Natural Hair Oil Treatment UK (Global Excellence Awards 2025).

About Lucie Macleod

Lucie Macleod is the founder and CEO of Hair Syrup. A self-taught formulator with a passion for natural haircare, Lucie created the brand in 2020 after struggling with bleach damage and breakage in her early twenties. With no prior business experience, she has grown Hair Syrup from a £300 side project into one of the UK's fastest-growing beauty brands, ranked 13th in The Sunday Times 100 in 2025. Further recognised for her appearance on *Dragons' Den* and her brand's rapid rise into major high street retailers and international markets, Lucie continues to lead Hair Syrup from her home in Pembrokeshire, Wales, overseeing product development, community building and strategy for the viral brand's next stage of growth.

Pictures: [her](#)

Web: www.hairsyrup.co.uk

For more information, please contact

Tom Thörnblom, Head of Communication & Investor Relations, Lyko
+46 (0) 72 555 01 90, tom.thornblom@lyko.com

About Lyko

Lyko Group AB (publ) is a beauty specialist passionate about making beauty accessible, inspiring, and fun for everyone! With the market's widest assortment, a beauty playground where you can explore everything around the products, and be part of an inspiring community.

Our operations span across eight countries via Lyko.com, the Lyko app, and 33 stores in Sweden, Norway, and Finland. But we don't stop there! We manage the entire chain from product development in our labs and manufacturing in our factory in Gothenburg to warehousing and sales to hairdressers and retailers. The business employs close to 1200 people.

Lyko is listed on the First North Premier Growth Market. Avanza Bank, +46(0)8-409 421 20, corp@avanza.se, is the company's Certified Adviser. Visit Lyko.com for more information.

Image Attachments

[Hairsyrup](#)
[Lucie Macleod](#)

Attachments

[TIKTOK VIRAL HAIR SYRUP ANNOUNCES EXCLUSIVE LYKO PARTNERSHIP](#)