

## Lyko launches Gleeze – Low spend, high vibe makeup for the TikTok generation

**Today, 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.

*"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.*

Created for new gen beauty lovers

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.

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.
- Standout Mascara – maximizes volume and makes lashes fly, both in real life and on camera.

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.

Gleeze will be available exclusively at lyko.com and in all Lyko stores from today, 26 January 2026.

## For more information, please contact

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## About Lyko

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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 35 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](mailto:corp@avanza.se), is the company's Certified Adviser. Visit [Lyko.com](https://lyko.com) for more information.

## Image Attachments

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[Gleeze 1 Duo Models](#)

[Gleeze 2 Yummy Lip Gloss Rare Raz Model](#)

[Gleeze 3 Yummy Lip Gloss Rare Raz Product](#)

[Gleeze 4 Cheeky Blush Raspberry Rebel Model](#)

[Gleeze 5 Cheeky Blush Raspberry Rebel Product](#)

[Gleeze 6 Freeze Setting Spray Model](#)

[Gleeze 7 Freeze Setting Spray Product](#)

## Attachments

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[Intro Gleeze](#)