



SMUUTI

SKIN

GET THAT K-BEAUTY GLOW

SMUUTI
SKIN

**Cruelty
free**

Vegan

**Fragrance
free**

BRAND CONCEPT

Community-driven Gen Z brand

K-Beauty made easy and accessible

Smoothie-like ingredients, simple routines





The Nordic Touch

Trustworthy, gentle,
transparent

TRUST TRIANGLE



K-Beauty

Glowy skin, formulation
ingredients



Community

Interactive, supportive,
educational



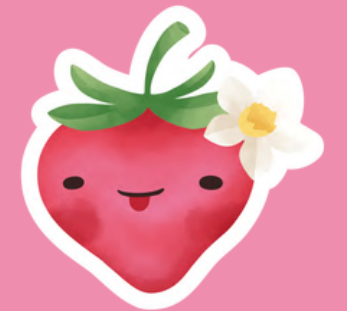
OUR 3 YEAR JOURNEY



Founded to make
K-Beauty simple and
fun together with
Gen Z

2024: Launched at most
major retailers in the
Nordics & Baltics

Dedicated social media
community on multiple
platforms



2023: Launch in Finland,
sold out in 2 days!

Available at 2000+
retail locations!

2025: UK launch
with Superdrug!

**21 products,
4 products lines**

**240K+ followers
across socials**

**2M+ products
sold**

instant
hydration

SMUUTI
SKIN



50+ retailers across Europe!

DOUGLAS * *H&M* * KICKS

ROSSMANN * ICA * Superdrug[☆]

matas * LYKO * APOTEK[♡]

SMUUTI

SKIN



**FOR DULL &
DEHYDRATED SKIN**

WATERMELON DEW

Watermelon Extract, Hyaluronic Acid and Glycerin for hydrated, plump and glowy skin!



**SORBET BALM
CLEANSING FOAM
DEW TONER MIST
DEW SERUM
JELLY CREAM
SUN CREAM
LIP MASK**

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**FOR DRY &
SENSITIVE SKIN**

PEACH BARRIER

Peach Extract, Ceramides and Squalane for
moisturized, soft and stronger skin!



**CLEANSING CREAM
BARRIER TONER
BARRIER SERUM
BARRIER CREAM
LIP MASK**

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**FOR COMBINATION &
PROBLEM SKIN**

PEAR BALANCE

Pear Extract, Centella and Exfoliants for
smooth, clear and soothed skin.

**CLEANSING BALM
CLEANSING GEL
BALANCE TONER
BALANCE SERUM
LIP MASK**



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**FOR ALL
SKIN TYPES**

STRAWBERRY BOOST

Strawberry Extract, Vitamin C and Glutathione
for radiant, firm and healthy skin!

**BOOST SERUM
BOOST EYE CREAM
WRAPPING MASK**

**NEW
LINE**



SMUUTI
SKIN

*Triple the
glow*



BEST SELLER

WATERMELON DEW SERUM

Quench your skin's thirst with our Watermelon Dew Serum, packed with Hyaluronic Acid in multiple molecular weights to plump the skin at every depth.

Brightening and hydrating

Niacinamide brightens and strengthens the skin, while fresh Watermelon Extract and Glycerin work together to nourish and calm your complexion.

A fan favourite for all skin types!

**Let your skin replenish its moisture
overnight or get a glowing makeup base
during the day!**





Marketing from Tiktok to Retail & Events



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Gift Sets 2026

Dewy Lip Duo

Watermelon Lip Mask & Peach Lip Mask

Best Sellers Bundle

Watermelon Dew Serum & Watermelon Dew Toner Mist

Glowy Serum Trio

Watermelon Dew Serum, Pear Balance Serum & Peach Barrier Serum



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Limited Edition

Peach Sun Cushion

Innovative airless sun cream in cushion packaging for easy and hygienic sun cream re-application.

An exclusive product with LYKO



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Thank you!

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