

STIKKO

*revolutionizing
cosmetics
for a sustainable
future*

BE SOLID

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• BE BOLD

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BE SOLID



Our mission is to redefine personal care by offering solid alternatives to traditional liquid products, creating a space where beauty meets responsibility. At Stikko, we aim to become synonymous with solid personal care products that not only challenge industry norms but also address pressing global issues.

Our hero product, the solid perfume, is the first step in delivering on this vision. Long-lasting, easy to use, portable, and environmentally friendly, Stikko's solid perfumes are the beginning of an entire range of innovative, water-free, and eco-friendly products.

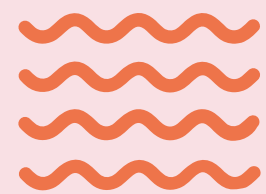


OUR PHILOSOPHY

WHY STIKKO?

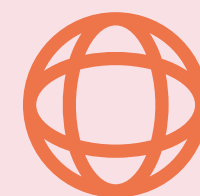
The name “**Stikko**” is derived from the word “stick,” emphasizing our commitment to creating products in solid stick form.

This unique approach is not just about convenience; it is about addressing two major challenges in the cosmetics and personal care industry:



Water Scarcity

Did you know that water is the main ingredient in most personal care products? Yet, for two-thirds of the global population, water scarcity is a reality, and access to clean drinking water is increasingly under threat. Stikko believes that water does not belong in cosmetics when innovative, water-free solutions can achieve the same, if not better, results.



Plastic Waste

The beauty industry heavily relies on large plastic bottles and bulky containers, contributing significantly to the global waste crisis. Stikko is committed to reducing this footprint by using paper packaging, ensuring that every product we create minimizes environmental impact while maximizing functionality and aesthetics.

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WHAT MAKES

STIKKO

DIFFERENT?

The solid perfume market is witnessing exponential growth, driven by increasing consumer demand for portable, sustainable, and innovative beauty solutions. As of 2025, the global solid perfume market is valued at approximately \$350 million and is projected to grow at a compound annual growth rate (CAGR) of 6.5% from 2023 to 2030.

Solid products, in general, are part of a broader shift towards eco-friendly and waste-reducing alternatives, with consumers increasingly favoring brands that prioritize minimal packaging and sustainably & naturally sourced ingredients.

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SOLID INNOVATION, REFINED TO THE CORE:

Our mission extends far beyond perfumes. We envision a future where traditional liquid products are reimagined in solid form, enhancing usability while championing sustainability

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OUR PRODUCT LINE

At launch, **STKKO** will introduce a range of six solid perfumes:

- › Two irresistible fragrances for women
- › Two versatile unisex scents
- › Two bold and distinct fragrances for men

Each perfume is carefully crafted to deliver high-quality, long-lasting signature scents, all while staying true to our eco-friendly ethos.



STIKKO



Gen Z's new ritual:
Scent + sustainability



Fragrance is evolving
and gen z is leading it



Pocket-sized travel friendly
packaging that speaks Gen Z



10 grams of STIKKO equals
50 ml Eau de Parfum

Emotion in a stick

fragrance activates the limbic system – triggering memory, emotion, and identity instantly.

+83% of Gen Z

wear fragrance 3+ times/week
→ it's self-care, not just scent.

Functional fragrance boom

Global perfume:

\$50B by 2030

functional fragrances: growing at 7% cagr → scents that **boost mood, calm, focus.**

91% Gen Z would pay more for sustainable packaging.

STKKO Offers:



MONO-MATERIAL DESIGN:
100% RECYCLABLE PAPER TUBES



MULTI-USE VALUE:
EASY TO CARRY, NO LEAKS



MINIMALIST FORM:
NO WASTE, NO EXTRAS



CONCENTRATED SOLID FORMULA =
LESS PRODUCT, SMALLER FOOTPRINT

80%

Gen Z would pay more for sustainable packaging.

+65%

prefer simple, eco-friendly packaging

+20%

Increase In Brand Loyalty From Sustainability Actions



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INNOVATIONS 2026

IN 2026, STIKKO WILL EXPAND ITS PORTFOLIO WITH 6 MORE SOLID PERFUMES

- › DESERT SHADOW
- › DEVIL'S DROP
- › SILK DREAM
- › ONYX
- › DESIRE
- › SILENT SPELL

POINT OF SALE MATERIALS

STIKKO'S COMMITMENT TO INNOVATION EXTENDS BEYOND ITS PRODUCTS TO THE WAY THEY ARE PRESENTED. INTRODUCING OUR 30-PCS. COUNTER DISPLAY—A SOPHISTICATED PACKAGING SOLUTION THAT DOUBLES AS A TRANSPORT AND SHIPPING CARTON. THIS DISPLAY IS DESIGNED FOR ULTIMATE CONVENIENCE, TRANSFORMING EFFORTLESSLY INTO AN EYE-CATCHING COUNTER SETUP THAT COMMUNICATES DIRECTLY WITH THE CONSUMER.

EACH DISPLAY IS THOUGHTFULLY CRAFTED TO HIGHLIGHT THE USPS (UNIQUE SELLING PROPOSITIONS) OF STIKKO'S SOLID PERFUMES. FROM SUSTAINABILITY TO EASE OF USE, THE DISPLAY TELLS STIKKO'S STORY, ENGAGING CUSTOMERS AND CREATING CURIOSITY AROUND OUR REVOLUTIONARY SOLID PRODUCTS. THE DESIGN ENSURES THAT YOUR RETAIL SPACE REMAINS ORGANIZED WHILE DRAWING ATTENTION TO OUR ECO-FRIENDLY AND HIGH-PERFORMING RANGE.

THIS DUAL-PURPOSE INNOVATION NOT ONLY REDUCES WASTE BUT ALSO ENHANCES THE RETAIL EXPERIENCE, OFFERING A PRACTICAL AND SUSTAINABLE SOLUTION THAT ALIGNS PERFECTLY WITH STIKKO'S VALUES. WITH CLEAR MESSAGING AND APPEALING VISUALS, THE DISPLAY BECOMES A POWERFUL TOOL FOR STORYTELLING AND CONSUMER EDUCATION.Q



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MARKET & TRENDS

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COMPETITION

In terms of competition, the solid perfume market features several noteworthy players. Lush’s solid perfumes, retailing at \$20, have gained popularity for their bold scents and vegan formulations. Diptyque offers luxury solid perfumes priced around \$65, catering to high-end consumers with sophisticated fragrances.

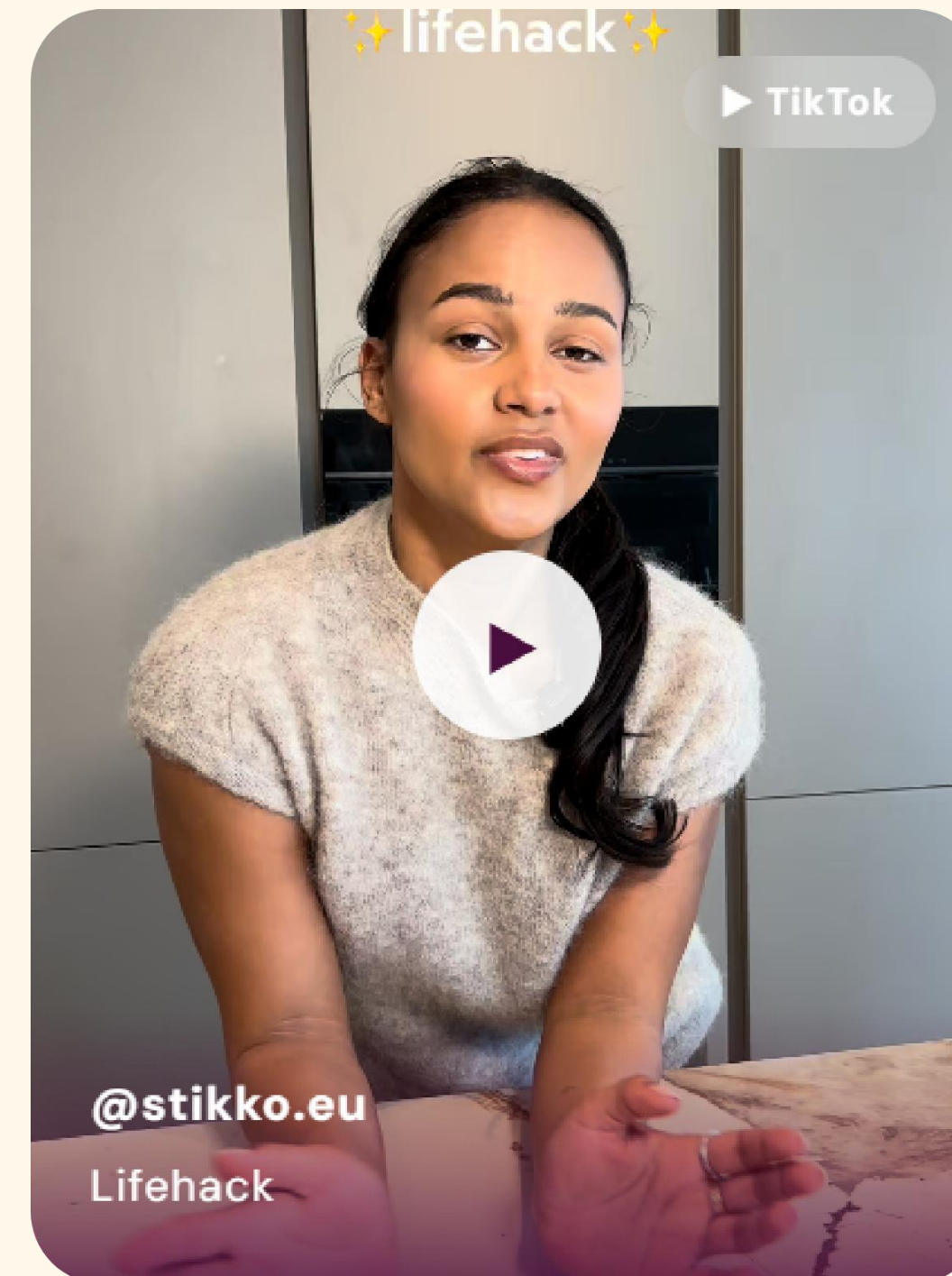
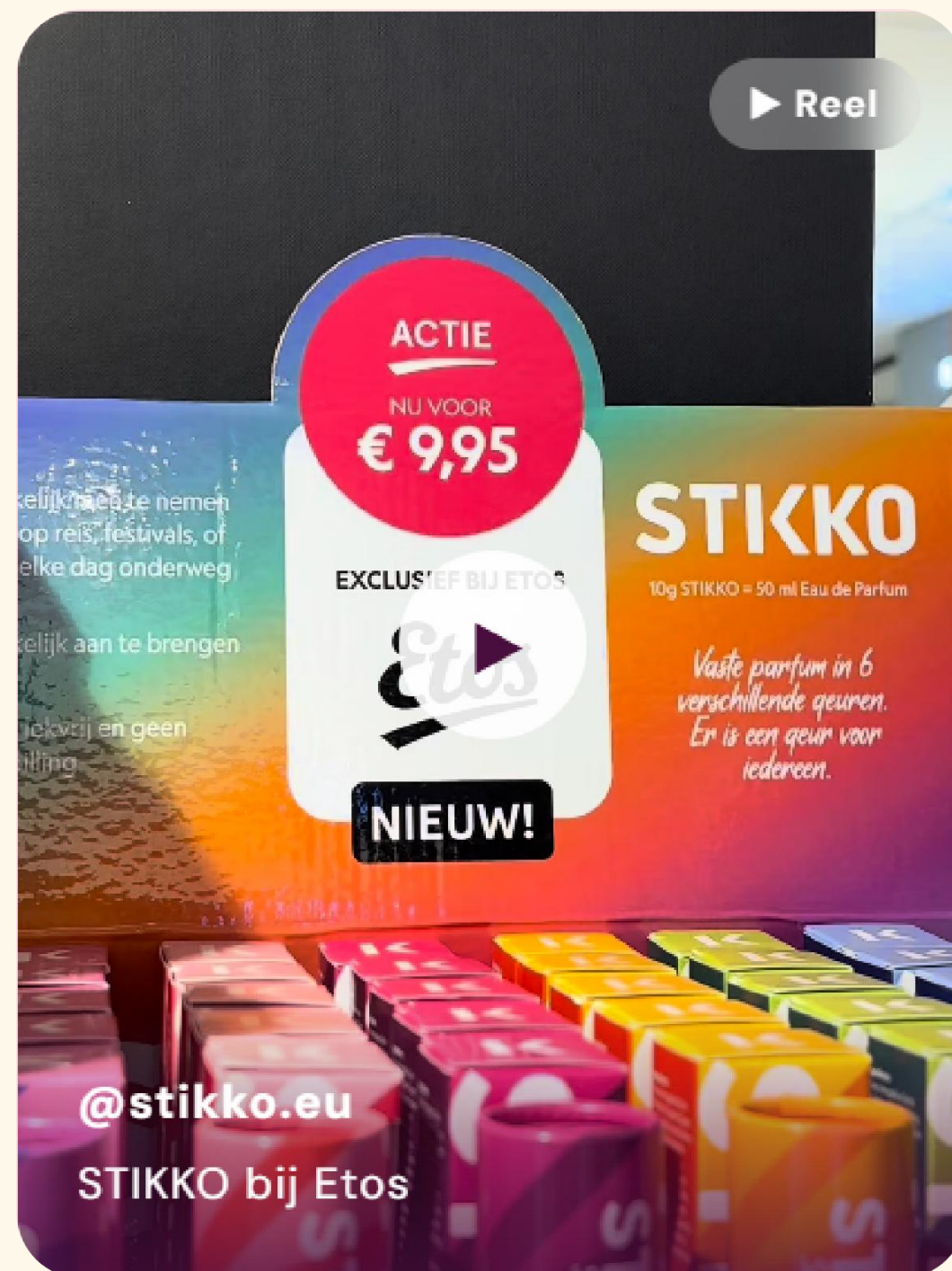
Similarly, Jo Malone’s solid colognes, priced at approximately \$70, target a premium segment. These brands, with their distinctive offerings, have firmly established themselves in this niche market. With Stikko we have identified a clear gap for the mass retail segment.

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OUR TARGET AUDIENCE

Stikko is tailored for Gen-Z and Millennials, a demographic that prioritizes sustainability, innovation, and authenticity. These socially conscious consumers demand brands that align with their values and lifestyles—and Stikko delivers.

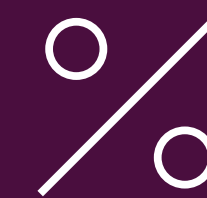
Our marketing strategy taps directly into their digital habits, leveraging platforms like TikTok and Instagram to spark conversations, build community, and foster brand loyalty. Through engaging and creative content, we aim to capture their attention and inspire them to join the Stikko movement.



WHY PARTNER WITH STIKKO?

Partnering with Stikko means becoming part of a revolution in the beauty industry. Here is why we are the perfect addition to your retail portfolio:

01



Innovation that drives sales

Solid products are not just a trend; they are the future. Stikko's unique range will not only attract environmentally conscious consumers but also spark curiosity and boost sales across demographics.

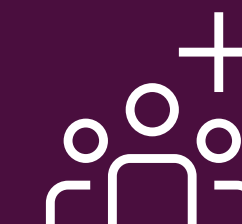
02



Rising demand for sustainable products

Partnering with Stikko means becoming part of a revolution in the beauty industry. Here is why we are the perfect addition to your retail portfolio:

03



Engaging a digital- first audience

With strong social media campaigns on platforms like TikTok and Instagram, Stikko creates buzz and drives traffic both online and in-store, ensuring a seamless omnichannel experience for customers.

JOIN THE STIKKO REVOLUTION

Stikko is more than a brand—it is a movement toward a more sustainable, innovative, and responsible future in personal care. By partnering with us, you are not just offering your customers high-quality products; you are giving them an opportunity to make a difference.

Together, we can redefine what beauty looks like, one solid product at a time. Are you ready to stick with us?



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