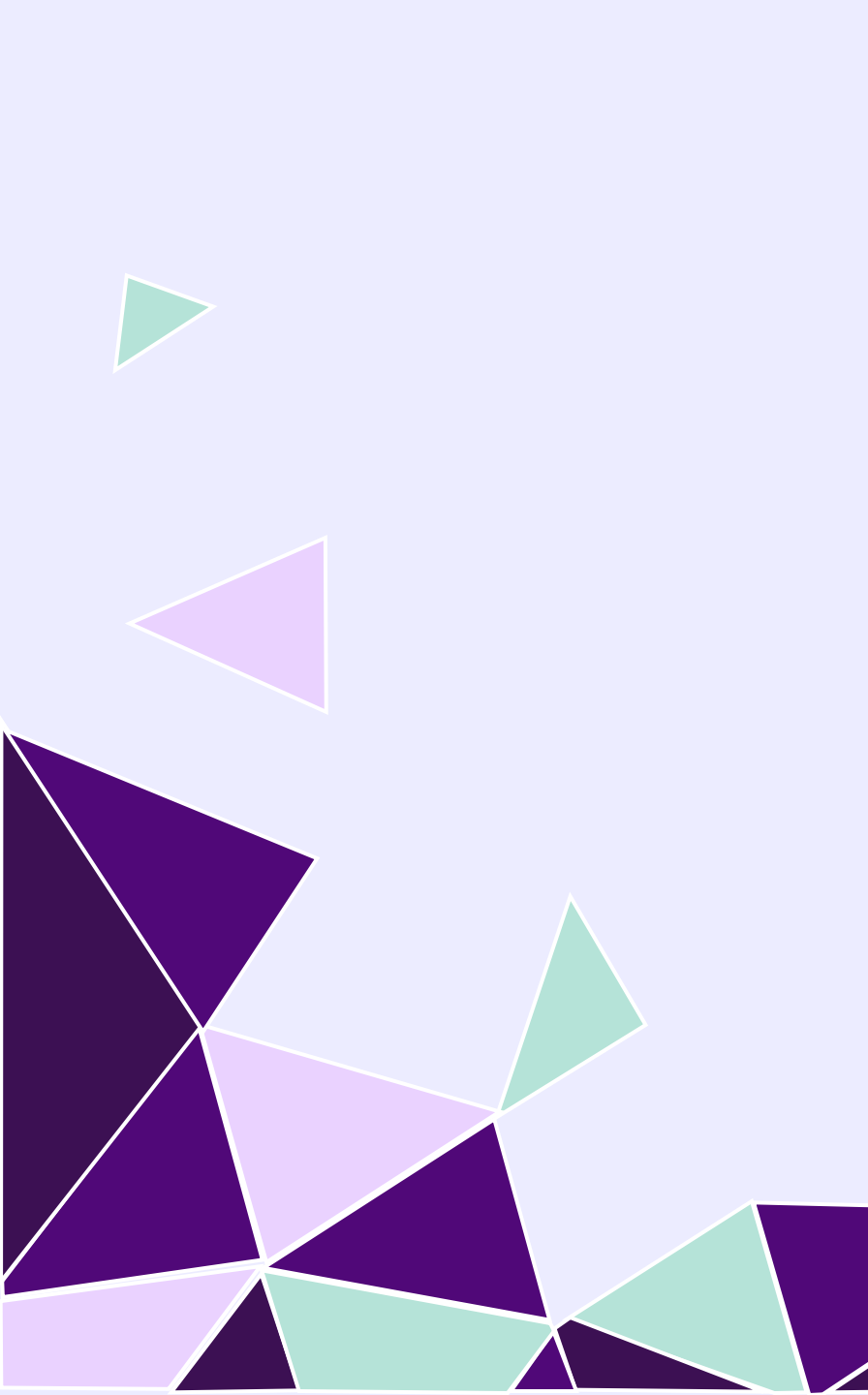




Glowxie

RETAIL PARTNER OVERVIEW

Glowxie x BeautyBulb · London · October 2026

Presented by: Suraj Patel & Tom McEwan, Co-founders

Contact: hello@glowxie.com · www.glowxie.com

Glowxie creates innovative skincare and complete routines that transform everyday care into luxurious self-care rituals.

OUR MISSION

Glowxie makes caring for your skin feel less like another task and more like a calming moment of luxury, just for you.

1

A better way to care

We rethink the products people have settled for, bringing fresh, effective solutions that quickly become essentials.

2

Complete routines

Our products are designed to work beautifully together, taking the guesswork out of skincare and making visible results easier to achieve.

3

Worth slowing down for

Effective care should feel good too. Glowxie turns a rushed task into a calming moment of self-care, just for you

100,000+ Happy Customers

4.8★

average from 1,680 website reviews

£2.1m+

customer sales since Jan 2023
across our website, Amazon & TikTok Shop

+36% YoY Growth

sales growth, 1 Jan–17 Sep 2026 vs
the same dates in 2025

Where customers buy us today

glowxie.com

52%

of sales

amazon

38%

of sales

TikTok

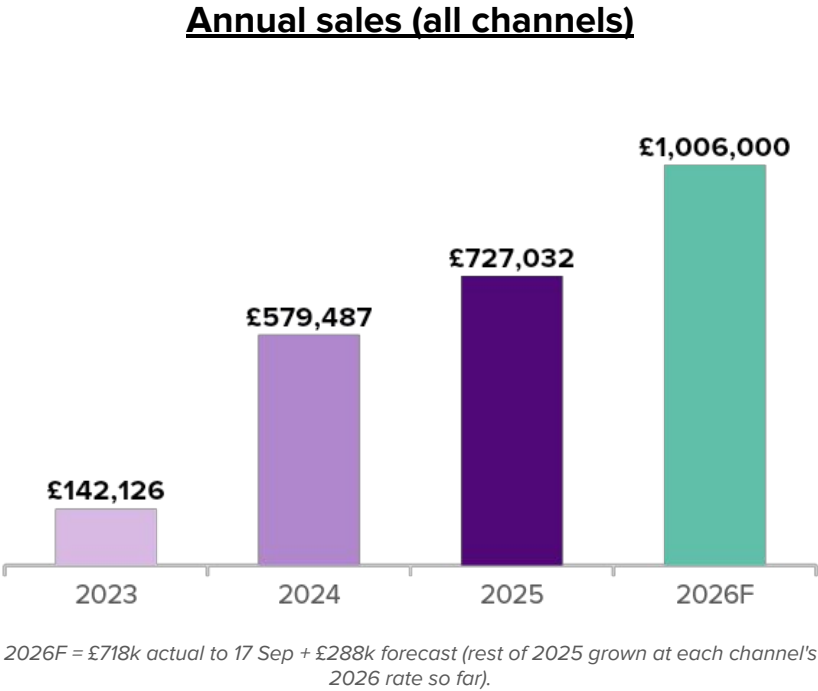
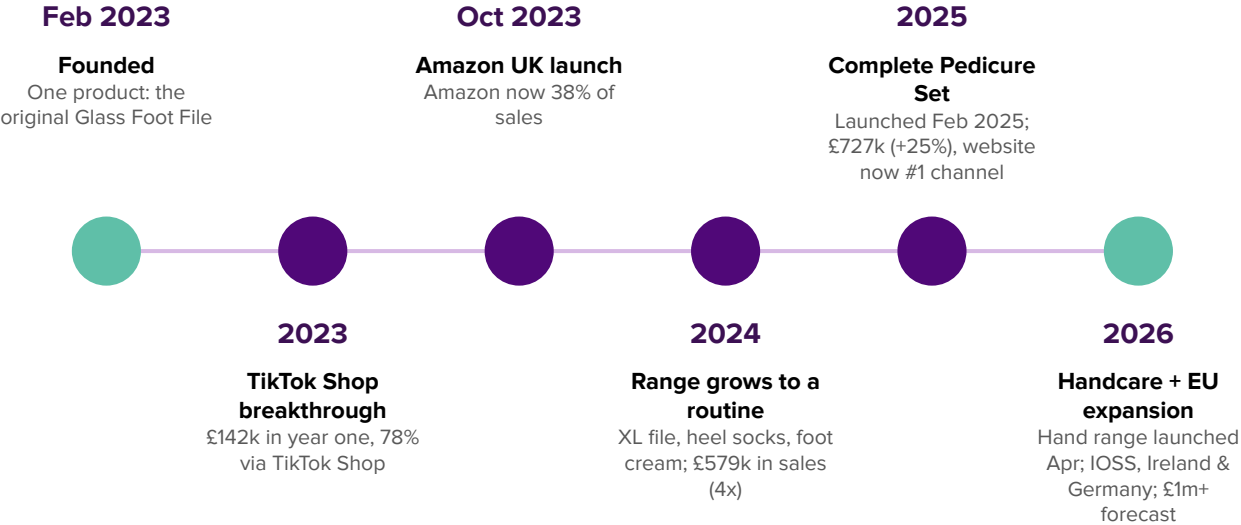
10%

of sales

Share of sales, 1 Jan – 17 Sep 2026. We ship to the UK, Ireland & EU.

Glowxie

Our journey: from one viral product in 2023 to £1m+ in sales in 2026



What this means for retail partners: demand is proven before the product reaches your shelf. Our customers already look for Glowxie by name, and our growth has come from our own website and Amazon rather than one-off virality. TikTok is now 10% of sales, down from 78% in 2023.

Why stock Glowxie? Proven sell-through, built-in demand and giftable routines

1

Proven hero product

8,275

Complete Pedicure Sets sold on glowxie.co in the last 12 months, rated 4.8★ from 646 reviews.

2

Demand built in

2m+

Engaged views across Instagram & TikTok in 30 days, plus coverage in The Guardian, London Standard and the Mirror.

3

A tool that stands out

9–12 mo

Life of each glass file: hygienic, non-porous, no blades. A clear step up from pumice and metal files on shelf.

4

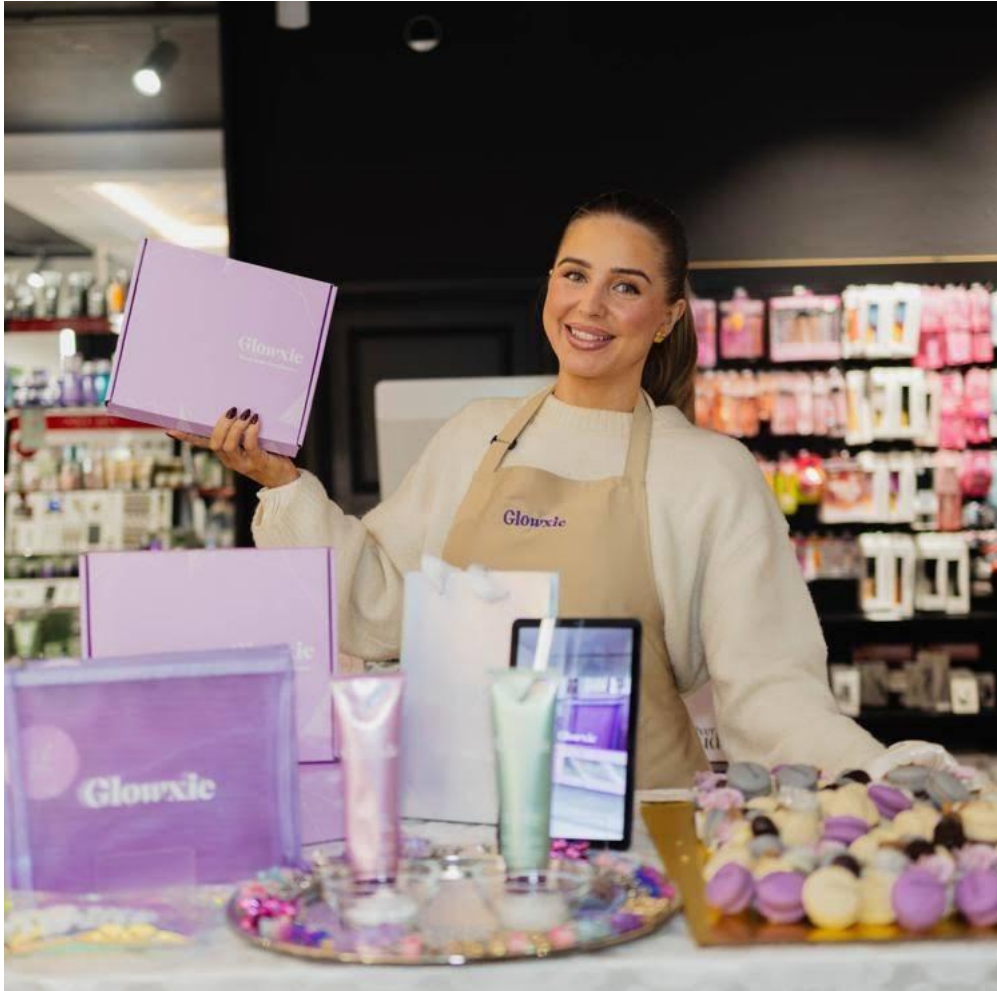
Gift-ready routines

£9.99–£39.99

An accessible price range, from individual tools to complete sets for self-care and gifting.

ICELAND: A proven retail success story

Stocked across supermarkets, high-street retailers, pharmacies and independents.



Key Retail Partners

KRÖNAN

BEAUTY BAR

beautybox

SNYRTISTOFAN ALDA

LOSTI

Snyrtistofan
Dimmalimm



Retail Impact: Rapid shelf turn and strong consumer demand across Iceland's premier beauty and retail destinations.

Glowxie

From hero products to complete routines, every step works together.

FOOTCARE

SIMPLE

COMPLETE



Glass Foot File

£14.99 · 1 step

Buff: smooths hard skin in seconds, blade-free.



XL Overnight Footcare Ritual

£24.99 · 2 steps

Buff & Hydrate
Smooth with the XL file.
Follow with gel-lined heel socks overnight



Complete Pedicure Set Ritual

£39.99 · 4 steps

The complete routine:

- 1 Buff: glass file
- 2 Refine: foot scrub
- 3 Treat: foot cream
- 4 Hydrate: heel socks

HANDCARE

SIMPLE

COMPLETE



Retinol Hand Cream

£14.99 · 1 step

Treat: Retinol hand cream for smoother, firmer-looking hands.



Hand Renewal Duo

£24.99 · 2 steps

Treat & Hydrate
Apply retinol hand cream.
Follow with moisturising gel gloves.



Hand Renewal Ritual

£34.99 · 4 steps

The complete routine:

- 1 Shape: nail tools
- 2 Nourish: cuticle oil
- 3 Treat: hand cream
- 4 Hydrate: gel gloves

Why it matters on shelf: customers trade up. On our website the Complete Pedicure Set outsold the single Glass Foot File 5 to 1 in the last 12 months



Footcare

Complete Home Pedicure Set

£39.99 · 4.8★



XL Glass File, Vitamin Enriched Foot & Leg Scrub, Salicylic Acid Moisturising Foot Cream, Gel-Lined Moisturising Heel Socks.



Glass Foot File (Standard & XL Size)

£14.99 - £16.99 · 4.9★

Dual-sided etched glass buffs away hard skin, wet or dry. No blades; lasts 9–12 months.



Miracle Heel Socks (2 pairs)

£12.99 · 4.9★

Gel-lined with jojoba & olive oil to lock in moisture overnight.



Vitamin Enriched Foot Scrub

£12.99 · 5.0★

Tiger grass & lavender scrub buffs roughness and restores softness.



Salicylic Acid Reviving Foot Cream

£14.99 · 4.9★

Salicylic acid, shea butter & ceramides exfoliate and hydrate rough skin.

Handcare

Complete Hand Renewal Set

£34.99 · 4.8★



2x Glass Nail Files, Cuticle Oil, Retinol Hand Cream, Gel-lined Moisturising Gloves & 12-Piece Manicure Set



Glass Nail Files

£9.99 · 4.6★

Etched glass seals nail edges for a smooth, salon-worthy finish.



Botanical Cuticle Oil

£12.99 · 4.9★

Botanical oil with propolis nourishes cuticles and strengthens nails.



Retinol Hand Cream

£14.99 · 4.7★

Lightweight retinol formula for smoother, firmer-looking hands.



Moisturising Gel Gloves

£12.99 · 4.0★

Gel-lined with vitamin E and essential oils for overnight hydration.

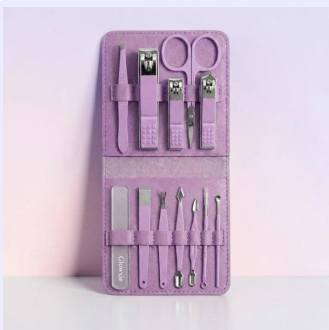
Additional SKUs



Exfoliating Glove for Body

£12.99 · 4.6★

Textured glove buffs away dead skin for smoother, brighter skin.



Manicure Nail Revival Set

£9.99 · 4.0★

12-piece professional kit for hands and feet, in a travel pouch.

Loved by customers



4.7 / 5★



4.8 / 5★



4.5 / 5★

Change to high res photos

Helen K. ✓ Verified

16/09/2026



I was recommended glowxie file by a friend for my husbands very dry feet, I purchased complete set for scrub and moisturiser, His lower legs and feet smooth and flake free!



Glowxie Complete Pedicure Set

Anita G. ✓ Verified

11/09/2026



A fabulous and indulgent set lovely to use and my hands feel great



Glowxie Hand Renewal Ritual

Gabi L. ✓ Verified

16/09/2026



I have KP skin and this makes my skin feel nice and smooth and soft!



Glowxie Exfoliating Glove for Body

Nancy N. ✓ Verified

20/04/2026



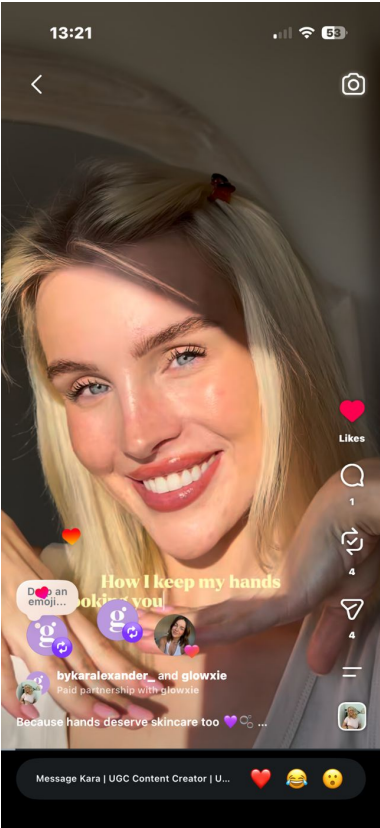
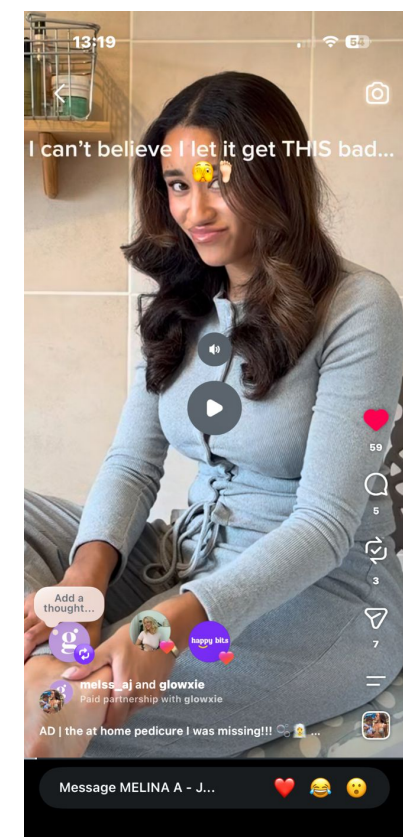
Fabulous self care gift to me! Feet haven't felt this soft and wonderful in a long time. Absolutely love the packaging, gives luxury vibes at an affordable price. Highly recommend this product.



Glowxie Complete Pedicure Set

Social & PR: 2m+ engaged views a month, and coverage in national press

Creator-led social on Instagram & TikTok



2m+
engaged views in the last 30 days

Retail Launch
Adapt routine content for product pages.
Coordinate creator activity with launch.
Signpost customers to retail stockists.

Press

Sali Hughes on beauty: get your feet sandal-ready with a summer makeover

From gel heel socks to glass files, here's how to put your best foot forward

Mirror > Money > Shopping & Deals > Skincare

'No more hiding my feet away' with £25 kit that makes 'heels like newborn baby's'

One user who claimed to be a beauty therapist has even dubbed the foot file included 'the best I've ever used'

Also featured: London Standard · Mirror (👉 add other titles)

The future: International expansion, range development and a focused retail roll-out

Our ambition: to become the UK's go-to brand for at-home foot and hand care routines, online and on shelf.

PRODUCT

Complete the routines

Build on footcare with a fuller hand and body care range.

Improve through feedback

Use customer reviews to guide product refinements and future additions.

CHANNELS

Build UK retail partnerships

Agree focused opening ranges with selected beauty and self-care retailers.

Develop Europe

Continue to build on success in Ireland & Germany alongside onboarding new EU markets

BRAND

Deepen customer advocacy

Develop more customer stories and creator demonstrations around everyday use.

Connect discovery with retail

Plan content and launches that help shoppers find Glowxie with retail partners.

Meet the founders

We launched our original Glass Foot File in 2023. Since then, Glowxie has grown into complete foot and hand care routines, with a simple ambition: make everyday care feel worth taking time for.



Suraj Patel

Co-founder · Strategy, commercial & operations

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Suraj's background is in C-suite leadership and corporate strategy. At Glowxie, he leads strategy, finance, operations and commercial development.



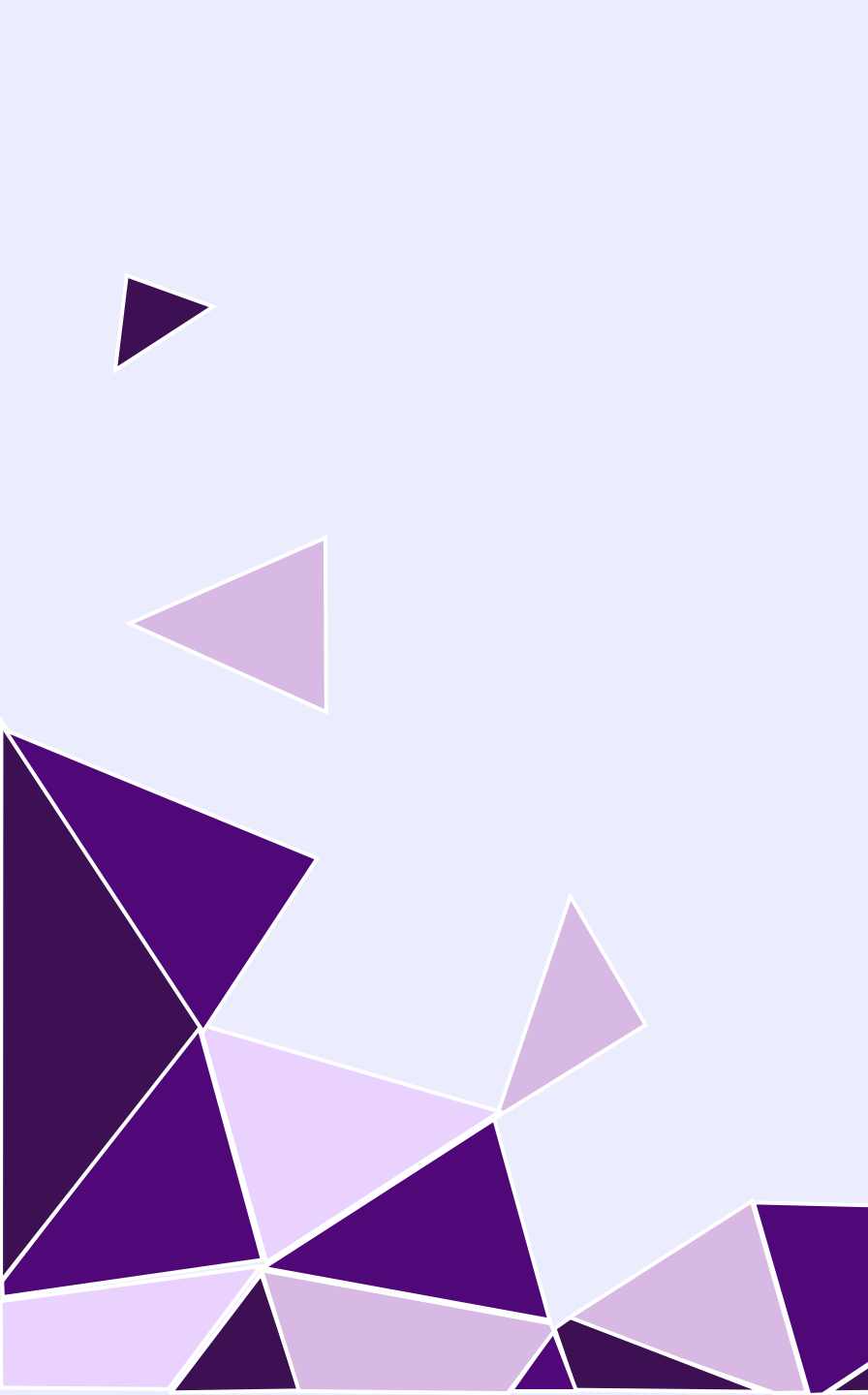
Tom McEwan

Co-founder · Customer, Marketing & e-commerce

tom@glowxie.com

+44 (0)7816997298

Tom brings 15+ years of experience across digital and performance marketing. At Glowxie, he leads brand, marketing, ecommerce and customer experience.



Glowxie

THANK YOU

Let's bring Glowxie to your shelves.

hello@glowxie.com · www.glowxie.com