

sweet bee

ORGANICS

THE NEW STANDARD IN ORGANIC



Sales Deck

2026

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Sweet Bee Organics is
more than a wellness brand.
It's a movement.



Brand Story

Sweet Bee Organics was born from a life lived.

Founder Hollie King created Sweet Bee when she couldn't find a sun cream she felt comfortable using on her boys' skin. So she made her own. That moment sparked a deeper journey into sun care, sustainable packaging, and building a thoughtful, nature-led business.

In 2019, Hollie was diagnosed with an aggressive form of cervical cancer. Facing a life-changing moment, she promised herself that if she survived, she would grow Sweet Bee and share what she had learned about wellness. After surgery, she chose not to pursue chemotherapy or radiation and instead focused on healing in her own way, drawing on the restorative power of mushrooms and natural remedies.

From that adversity, Sweet Bee Organics truly took shape. Today, the brand is inspired by the rhythms of nature, everyday life, and the Sweet Bee community. Our products are crafted to support everyday life using powerful natural ingredients like magnesium for sleep and mushrooms for wellbeing.

We believe nature is our greatest teacher, and we're always learning. Many of our products, like Sweet Sleep, have grown through word of mouth from people who love them.

Everything we create is designed to help you feel good, nourished, balanced, and connected to the artistry of nature.



Our Vision

To *create* a world
where *natural wellness*
is the *first* choice,
not the *last resort*.

NOTHING ELSE WILL DO...



Over 1 *million* units
sold in 2025



Our Global Growth

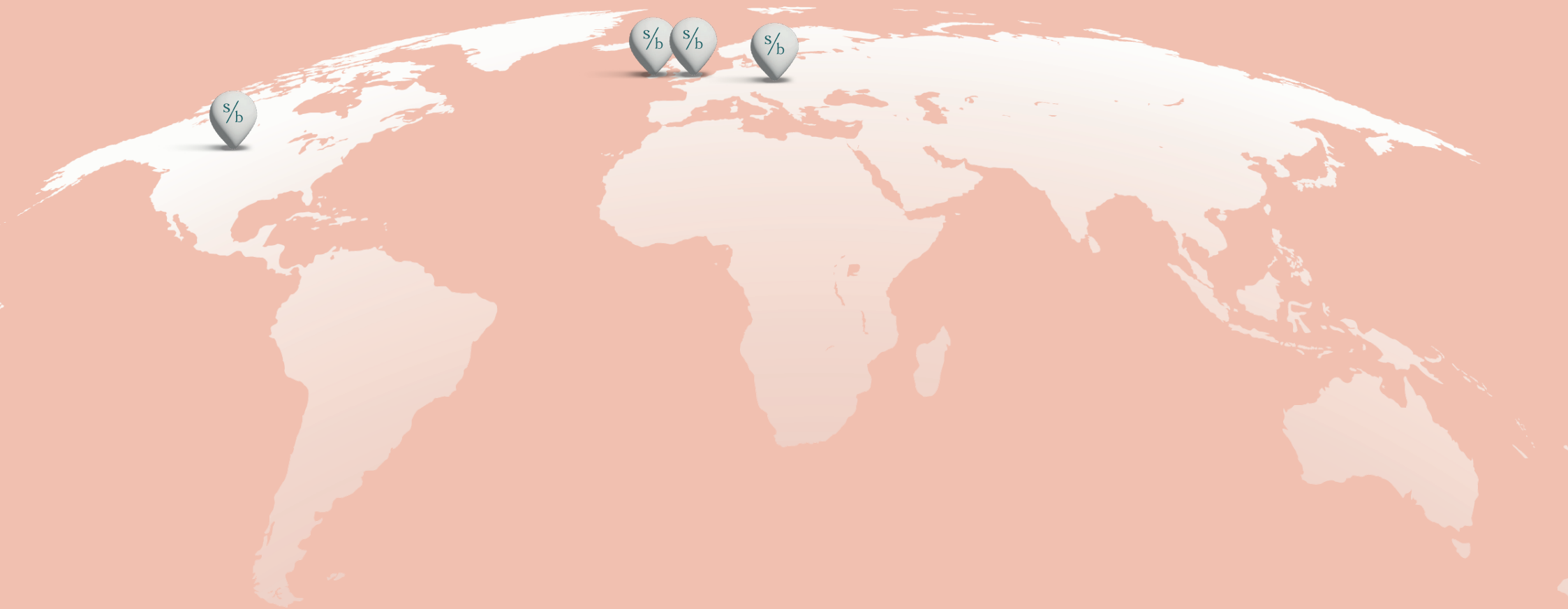
From 2023 > 2025 our active customer count (purchased in said year) rose from 55k to 800k with over a million jars of Sweet Sleep Magnesium Butter sold.

A **1,355%** increase

1 million

EU Markets

Currently UK & USA with a 40:60% split - expanding into the EU in 2026



One Sweet Sleep
sold *every* minute

00:59



Customer Demographic Profile

Sweet Bee Organics' core customers are currently women 25-45, primarily based in the United Kingdom and the United States.

New demographic segments, particularly men and adults aged 54 and above. Our 2026 marketing and product roadmap includes dedicated initiatives to expand reach and relevance across these groups.



Our Reach

SOCIAL STATS:

516k Total social audience size

77.1% Female following

47 million emails sent in the last 12 months

GLOBAL REACH:

The
London
Magazine

Calendar

Daily Mail

Hip & Healthy

VOGUE

COUNTRY & TOWN
HOUSE



Provenance

MINDFULLY SOURCED, LOVINGLY CRAFTED



KEY INGREDIENTS & PROVENANCE

Tremella (Beauty Mushroom) - China; hydrating polysaccharides for glow-from-within. Sustainably sourced for purity and efficacy.

Elderberry - Ancient woodland, Poland; immune-supportive, antioxidant-rich. Wild/heritage sourcing where possible.

Magnesium (sleep range) - Bioavailable, skin-friendly forms; supports muscle relaxation, nervous system balance, and restorative sleep.

Other botanicals - Organic herbs, flower waters, carrier oils; sensory, ritual-ready. Organic / COSMOS certified where available.

WHY IT MATTERS

Traceable soils and mindful sourcing ensure ingredient potency, protect ecosystems, and uphold the Sweet Bee promise: nature-led, honest, and crafted with care.



SOIL & CERTIFICATIONS

Nearly all core ingredients certified Organic / COSMOS / Cosmos Organic; few exceptions due to geographic constraints. Prioritise organic, regenerative, small-holder suppliers; wild-harvested ingredients chosen for heritage and ecosystem stewardship.



PACKAGING & PRINT

Glass jars with recyclable lids; FSC-certified cardboard boxes. FSC-certified Munken printing & production; all suppliers hold responsible print credentials. Fully recyclable, minimal-impact packaging that honours the product within.

Partnerships


The quality, credibility, and performance of Sweet Bee Organics' products have attracted significant organic interest from high-profile figures and potential brand partners. The company has been approached by a number of notable individuals and celebrities who share its commitment to natural, sustainable living, including **Stella McCartney** and **Sunny Hostin**.

Previous Partnerships:

piglet
in bed

Abel & Cole




THE NED

BETTER FOOD
Organic. Local. Ethical.

dyson


SEA CONTAINERS
LONDON

*Calm your night,
restore your morning.*



Bestseller Product Lineup

01

ORGANIC HEALTH & WELLNESS

-

Sweet Sleep Magnesium Butter
 Elderberry Elixir
 Inner Glow (to be re-named to Radiant Tremella Infusion)
 Sacred Roots

02

ORGANIC SKINCARE

-

Glow Face Cream
 Sacred Skin Face Oil
 Black Soap Cleanser
 Sweet Smooch Lip Balm

03

ORGANIC BODY

-

Pure Pits Armpit Detox
 Pure Pits Deodorant
 Sweet Little Detox
 Revive



ORGANIC HEALTH & WELLNESS

-

Sweet Sleep Mag Butter

Elderberry Elixir

Inner Glow (to be re-named to Radiant Tremella Infusion)

Sacred Roots



Sweet Sleep Magnesium Butter

Lovingly formulated to soothe body and mind,
contributing to a restful night.

-

RRP: £15.00 - £48.99

Size options: 30g, 120g and 250g

Fragrance options: Original Lavender and Fragrance Free

ORGANIC HEALTH & WELLNESS

-

Sweet Sleep Mag Butter

Elderberry Elixir

Inner Glow (to be re-named to Radiant Tremella Infusion)

Sacred Roots



Elderberry Elixir

Organic Botanical Syrup - High in Vitamin C

-

RRP: £10.99 - £54.99

Size options: 60ml, 200ml and 500ml



Inner Glow

A daily ritual for radiant, hydrated skin - from the inside out.

-

RRP: £34.99, £59.99

Size options: 125g and 250g

ORGANIC HEALTH & WELLNESS

-

Sweet Sleep Mag Butter

Elderberry Elixir

Inner Glow (to be re-named to Radiant Tremella Infusion)

Sacred Roots



Sacred Roots

A warming organic cacao and mushroom blend for your daily ritual.

-

RRP: £19.99, £29.99

Size options: 195g and 420g

Fragrance options: With or without coconut sugar

ORGANIC SKINCARE

-

Glow Face Cream

Sacred Skin Face Oil

Black Soap Cleanser

Sweet Smooch Lip Balm



Glow Face Cream

Using the power of Tremella (Snow Flake) mushrooms to create positively radiant skin.

-

RRP: £49.99

Size options: 50g



Sacred Skin Face Oil

Nourishing and fragrant organic frankincense and neroli face oil.

-

RRP: £34.99

Size options: 30ml

ORGANIC SKINCARE

-

Glow Face Cream

Sacred Skin Face Oil

Black Soap Cleanser

Sweet Smooch Lip Balm



Black Soap Cleanser

A deeply cleansing blend of African Soap and organic oils.

-

RRP: £17.99

Size options: 60ml and 120ml



Sweet Smooch Lip Balm

A herbal infused lip balm made with the worlds most luxurious organic oils.

-

RRP: £10.00

Size options: 14g

ORGANIC BODY

-

Pure Pits Armpit Detox

Pure Pits Deodorant

Sweet Little Detox

Revive



Pure Pits Armpit Detox

Helps banish toxins and preps the skin ready for a move to a healthier alternative deodorant.

-

RRP: £19.99

Size options: 75g



Pure Pits Deodorant

A natural deodorant that works wonders and smells divine made with naturally hardworking ingredients.

-

RRP: £16.00

Size options: 45g

ORGANIC BODY

-

Pure Pits Armpit Detox

Pure Pits Deodorant

Sweet Little Detox

Revive



Sweet Little Detox

Using the world's best clay to detox heavy metals and everyday toxins for you and your children

-

RRP: £32.00

Size options: 575g

Fragrance options: Lavender or Calendula and Chamomile

Revive

A grounding feminine ritual balm with wild yam and vitex for moments of rhythm, presence and inner steadiness.

-

RRP: £32.99

Size options: 45g

Retail Ready









Thank you

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sweetbeeorganics.co.uk