

PROFESSIONAL PERFORMANCE

### SWEED

Loved by makeup artists around the world. Sweed is known for its vegan and clean products with professional performance. Sweed is a pioneer in the eye category with popular and award-winning Mascaras and Eyelash Growth Serum that is free from prostaglandins.

"The Signature No-lash lash" is a staple in every makeup artists kit.

After years of hard work as a makeup artist, the founder Gabriella Elio wanted to create innovative products she felt was missing in the market in order to achieve her signature and timeless "no makeup-makeup" style.

After years of profound research, Sweed was born and the collection is now extended with new makeup staples.

Gabriellas motto is "look like yourself after a 2 week's vacation – glowing skin, lush lashes and full of life."

Sweed is a vegan and animal friendly brand who saves one sea turtle for every sold mascara.



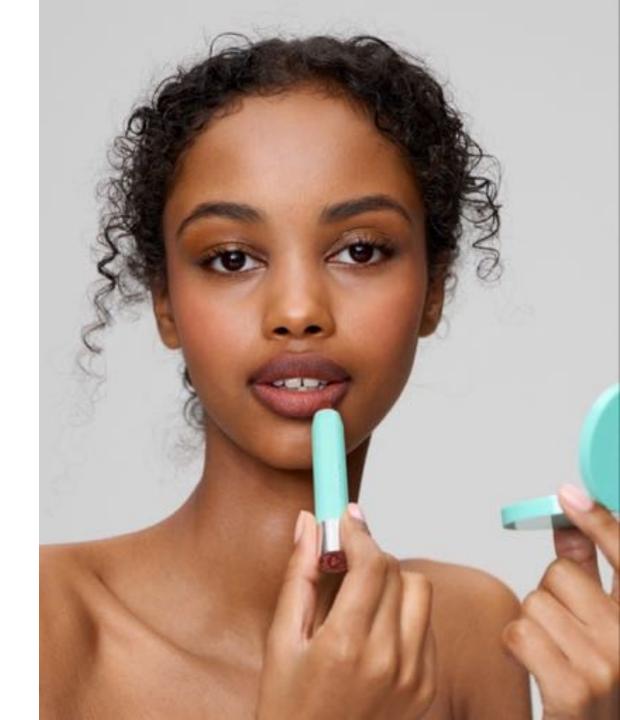
Vegan & Clean Beauty

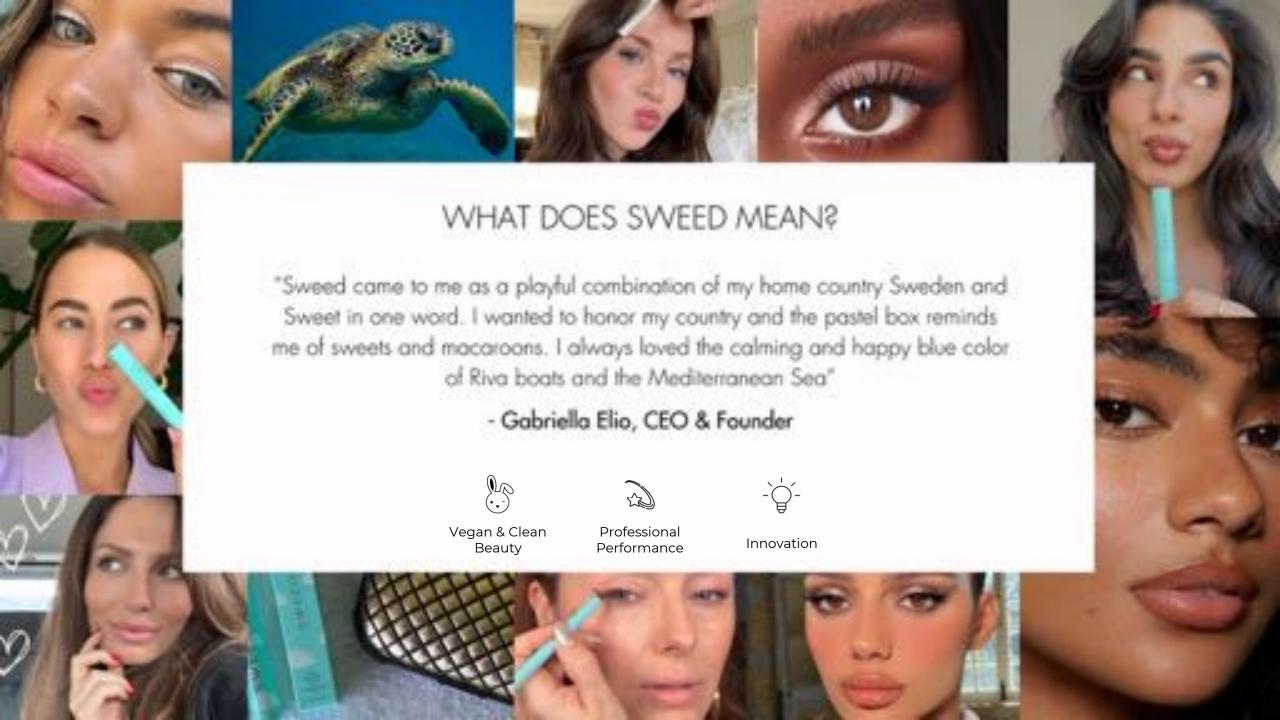


Professional Performance



Innovation





#### MEET THE FOUNDER

### GABRIELLA ELIO

When I was growing up, I worked in a beauty store where I discovered my passion for makeup. I love how a subtle makeup can transform you into a happier, more confident version of yourself. My motto for makeup has always been to look like yourself after a two week vacation — glowing skin, radiant, and full of life!

All Sweed products are designed and developed by me, and are years in the making. Everything from formulation to packaging is carefully chosen for professional performance.

Gabriella Elio Makeup-artist and founder



### SPOTTED ON #SWEEDFRIENDS

Our products are used by makeup artists and influencers all over the world. Thanks to our outstanding quality, Sweed is a makeup kit staple.



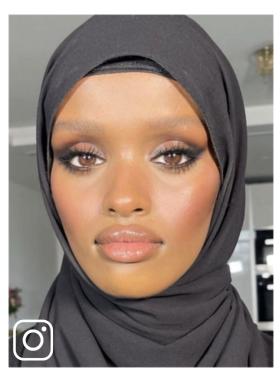
@kimkardashian



@halieybeiber



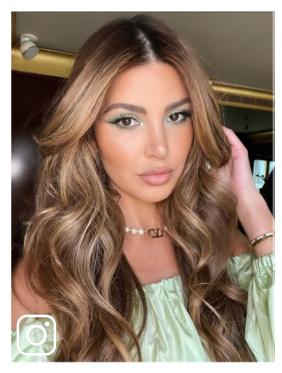
@souda.mk



@fardosa.s

### SPOTTED ON #SWEEDFRIENDS

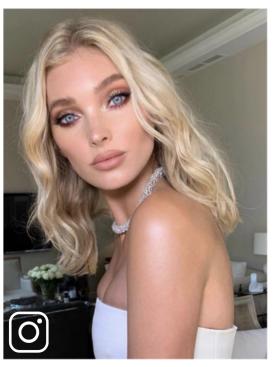
Our products are used by makeup artists and influencers all over the world. Thanks to our outstanding quality, Sweed is a makeup kit staple.



@negin\_mirsalehi



@negin\_mirsalehi



@elsahosk



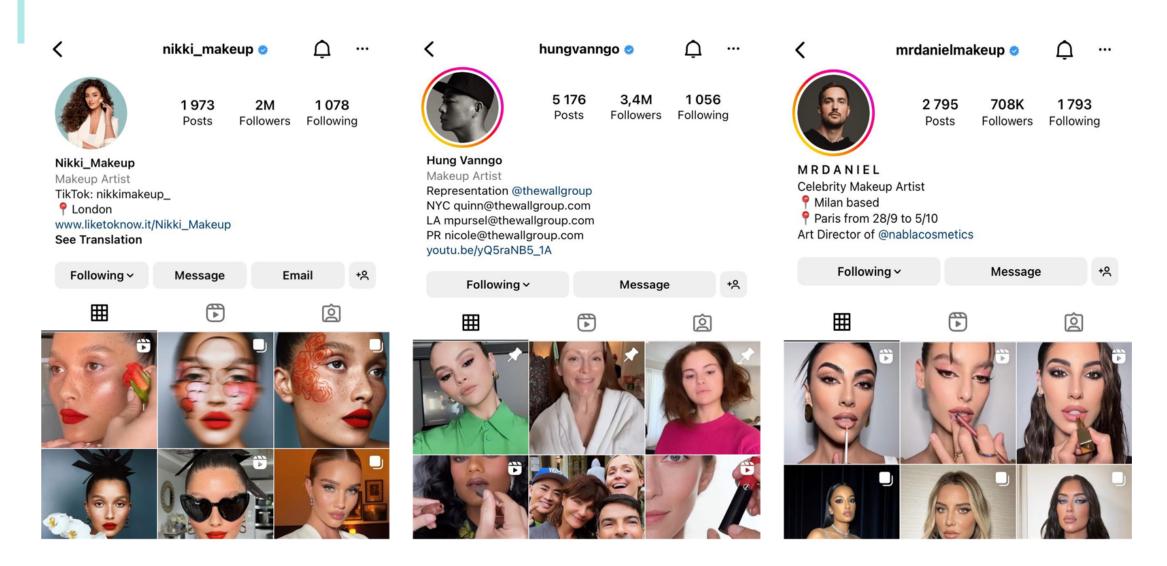
@mariannescheja

# USED BY THE WORLD'S MOST FAMOUS MAKEUP ARTISTS

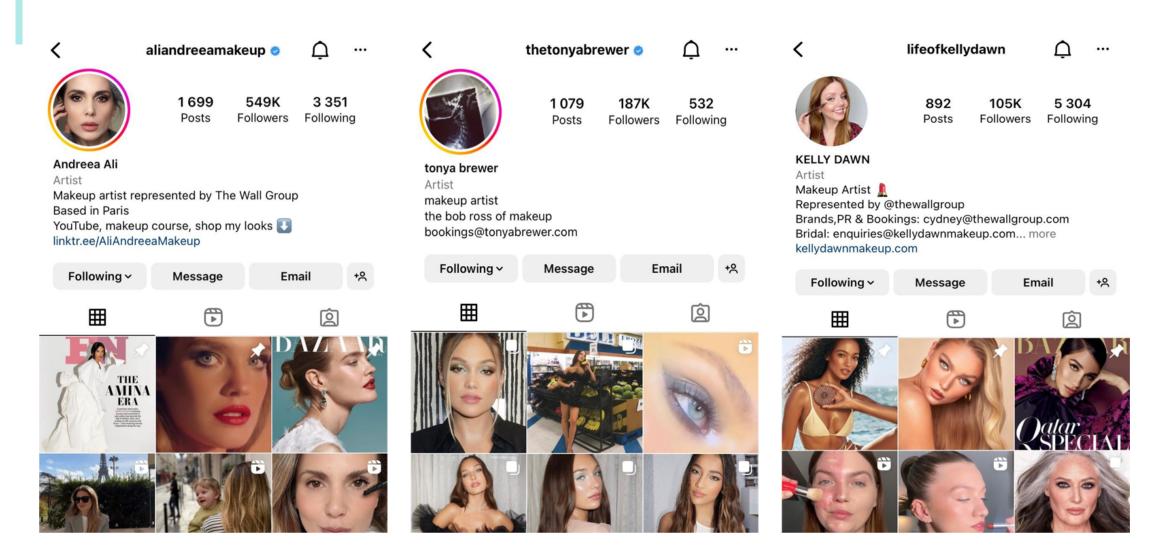
"Sweed is every top makeup artist's secret weapon to use when creating a glamorous gala look for red carpet events. When I see a professional makeup artist choose Sweed for our supreme quality, well that's the best approval a product can get."

- Gabriella Elio, CEO & Founder

### FREQUENTLY USED BY PROFESSIONALS



### FREQUENTLY USED BY PROFESSIONALS



## PRODUCTS

### MIRACLE POWDER

Miracle Mineral Powder Foundation works like a magic filter on the skin. It gives a second skin feeling with a blur effect and natural glow. The formula is clean, free from talc and bismuth oxychloride and will let your skin breath all day without clogging. It's rich in antioxidants, minerals and infused vitamin C. It works on the most sensitive skin types. You can use it directly on the skin or on top of your foundation. Easy to build up for more coverage..

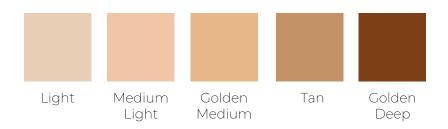
- Clean, nourishing, breathable.
- Magic filter with blur and glow effect.
- Vitamin and mineral infused.
- Buildable, long wearing coverage, skin matching pigments.
- Free from bismuth oxychloride and talc.

Size: 7 g

RRP: 45 USD, 42 EUR, 38 GBP

INCI:

Miracle Powder Light: Mica, Lauroyl Lysine, 1,2-Hexanediol, Triethoxycaprylylsilane, Aluminum Hydroxide, Ascorbic Acid, Tocopherol, Helianthus Annuus (Sunflower) Seed Oil, Aqua (Water), Butylene Glycol, Hydrolyzed Collagen, Titanium Dioxide (CI 77891), Iron Oxides (CI 77492), Iron Oxides (CI 77499)





### LE LIPSTICK

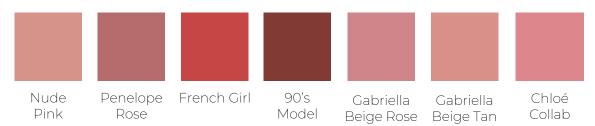
Le Lipstick is an ultra soft lipstick with a buttery, balmy formula that gives your lips a beautiful shine and a plumped effect thanks to its nourishing and moisturizing formula. With buildable color it's easy to wear and leaves the lips a heavenly smooth feeling. The formula is clean, natural and vegan.

- Hydrating lipstick that gives your lips a plumped effect.
- Keeps your lips hydrating with its moisturizing & nourishing formula.
- Easy-to-wear with buildable color payoff.
- Clean, natural and vegan.

Size: 2.5g RRP: 28 USD, 26 EUR, 22 GBP

INCI:

Le Lipstick Nude Pink: Hydrogenated Polyisobutene, Bis-Diglyceryl Polyacyladipate-2, Squalane, Polyethylene, Caprylic/Capric Triglyceride, Bis-Behenyl/Isostearyl/Phytosteryl Dimer Dilinoleyl Dimer Dilinoleate, Triisostearin, Diisostearyl Malate, Microcrystalline Wax (Cera Microcristallina), Trimethylolpropane Triethylhexanoate, Pentaerythrityl Tetraethylhexanoate, Disteardimonium Hectorite, Propylene Carbonate, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Calcium Aluminum Borosilicate, Mica, Aluminum Calcium Sodium Silicate, Calcium Titanium Borosilicate, Alumina, Tocopherol, Calcium Sodium Borosilicate, Silica, Synthetic Fluorphlogopite, Tin Oxide, Dicalcium Phosphate, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491), Iron Oxides (CI 77492), Iron Oxides (CI 77499), Red 7 Lake (CI 15850), Blue 1 Lake (CI 42090), Yellow 5 Lake (CI 19140).





### LIP LINER

The Sweed Lip Liner comes in the softest velvety color-rich formula that glides onto your lips. You can use it to over line and reshape your lips, or as a base all over to make your lipstick stay in place. The luxurious formula is long lasting with vegan and natural ingredients. The pencil comes with a vegan brush on top for professional application.

- Color-rich & velvet finish.
- Stays for 6 hours with no smudge or feathering.
- Creates a seamless line for fuller looking pout.
- Dermatology tested.
- Vegan & natural ingredients.
- Jojoba seed oil locks in moisture and nourishes your lips to keep them soft.

Size: 1.07g RRP: 24 USD, 23 EUR, 19 GBP

INCI:

Lip Liner Barely There: Isododecane, Synthetic Wax, Mica, Polybutene, Trimethylsiloxysilicate, Isoamyl Laurate, Silica, Sucrose Tetrastearate Triacetate, Hydrogenated Jojoba Oil, Cetearyl Behenate, Synthetic Fluorphlogopite, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Titanium Dioxide (CI 77891), Iron Oxides (CI 77499), Vellow 5 Lake (CI 19140), Red 7 (CI 15850)





#### **NEW COLLAB**

### CHLOÉ SCHUTERMAN X SWEED

Chloé Schuterman is a Swedish designer and fashion icon who's celebrated for her style with effortless classic elegance with a modern twist. Chloé loves a timeless and fresh makeup look.

Together with Sweed she have designed her ultimate go-to lipstick and lip liner she loves to wear a day at the office or a glam night out!

- Lipstick
- Lip Liner

Size Lip Liner: 1,07 g Size Lipstick: 2.5 g

RRP: 24 USD, 23 EUR, 19 GBP RRP: 28 USD, 26 EUR, 22 GBP

INCI:

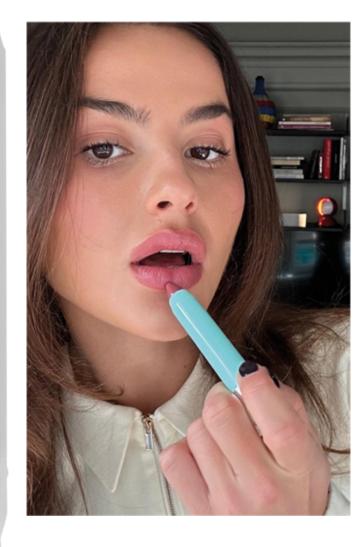


Color:

Chloé Collab Lip Liner Chloé: Isododecane, Synthetic Wax, Polybutene, Trimethylsiloxysilicate, Sucrose Tetrastearate Triacetate, Isoamyl Laurate, Silica, Hydrogenated Jojoba Oil, Cetearyl Behenate, Synthetic Fluorphlogopite, Mica, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Ceramide NP, Titanium Dioxide (CI 77891), Iron Oxides (CI 77492), Red 7 (CI 15850), Iron Oxides (CI 77499), Yellow 5 Lake (CI 19140)

Le Lipstick Chloé: Polybutene, Caprylic/Capric Triglyceride, Polyethylene, Microcrystalline Wax (Cera Microcristallina), Dicalcium Phosphate, Mica, Stearalkonium Hectorite, Aluminum Hydroxide, Propylene Carbonate, Ethyl Vanillin, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Calcium Aluminum Borosilicate, Aluminum Calcium Sodium Silicate, Calcium Titanium Borosilicate, Alumina, Calcium Sodium Borosilicate, Silica, Synthetic Fluorphlogopite, Tin Oxide, Titanium Dioxide (CI 77891), Iron Oxides (CI 77491), Iron Oxides (CI 77492), Red 6 (CI 15850), Red 7 (CI 15850), Blue 1 Lake (CI 42090), Yellow 5 Lake (CI 19140).





### BRUSHES

#### Powder Brush:

A multiuse powder brush that is designed with a tapered tip for both pinpointed and all-over application. It's handmade in Italy with luxurious and ultra-soft synthetic bristles.

#### Angled Blush Brush:

An angled face brush for flawless application of cream and powder blushes, bronzers, and highlighters. It's designed to use as a classic blush brush for the apples of your cheek or to blending and sculpting. It's handmade in Italy with luxurious and ultra-soft synthetic bristles.

- POWDER BRUSH
- ANGLED BLUSH BRUSH

RRP Powder Brush: 45 USD, 45 EUR, 38 GBP

RRP Angled Blush Brush: 36 USD, 35 EUR, 32 GBP





### AIR BLUSH CREAM

The future is here. Our unique cloudy blush feels like heaven and will give you love at first touch. With a soft, creamy formula that transforms Into a fluffy matte finish on the skin. This blush is all we could dream of.

**RRP:** USD 35, EUR 34, 28 GBP





### LASH LIFT MASCARA

A black lengthening and defining mascara that creates impossibly long, defined lashes. Unlike most mascara wands, who leaves the first third of your lash roots bare, this groundbreaking skinny wand starts coating your lashes at the roots for a beautiful lengthening effect.

It lays down black pigment between each and every lash for instant tightline eyeliner definition and the look of a fuller lash line. The formula contains Panthenol (Vitamin B5) that helps strengthen your lashes. The mascara is water resistant but not waterproof.

Award-winner x 2: "Mascara of the year" and "Mascara of the decade".

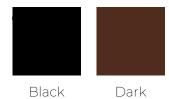
Maximum lift and length

Brown

- Lightweight, flexible and endlessly buildable formula
- Flake-free formula that doesn't clump or smudge
- Infused with vitamin B5 to nourish your lashes

Size: 8 ml RRP: 30 USD, 25 EUR,

22 GBP



LASH LIFT MASCARA BLACK: Agua (Water), Oryza Sativa Cera (Oryza Sativa (Rice) Bran Wax), Hydrogenated Olive Oil Stearyl Listes, isododecane, Alcohol Denat., Copernicia Cerifera Cera (Copernicia Cerifera (Carnauba) Wax), Palmitic Acid, Stearic Acid, Acacia Senegal Gum, Aminomethyl Propanediol, Candelilla Cera (Euforbia Cerifera (Candelilla) Wax), Panthenol, Phenoxyethanol, Polyvinyl Alcohol, VP/VA Copolymer, Chlorphenesin, Ascorbyl Palmitate, Iron Oxides (CI 77499).



### CLOUD MASCARA

Sweed's Cloud Mascara delivers maximum volume and limitless length in a blink. The unique Cloud Mascara wand delivers a beautiful volumising effect and precisely separates each and every lash from root to tip for a dramatic fan-like effect.

The nourishing vegan formula is infused with Panthenol (vitamin B5) and creates long, full & lightweight lashes that don't flake or smudge, and keeps your long-lasting curl firmly in place.

The mascara is water-resistant but not waterproof.

- Maximum volume and length
- Defines & separates your lashes from root to tip
- Infused with vitamin B5 to nourish your lashes
- Flake-free formula that doesn't clump or smudge

Size: 12 ml RRP: 30 USD, 28 EUR,

24 EUR



Black Dark Brown (Oct 2023)

CLOUD MASCARA BLACK: Aqua Water), Oryza Sativa Cera (Oryza Sativa (Rice) Bran Wax), Hydrogenated Olive Oil Stearyl Esters, Isododecane, Alcohol Denat., Copernicia Cerifera Cera (Copernicia Cerifera (Carnauba) Wax), Palmitic Acid, Stearic Acid, Acacia Senegal Gum, Aminomethyl Propanediol, Candelilla Cera (Euforbia Cerifera (Candelilla) Wax), Panthenol, Phenoxyethanol, Polyvinyl Alcohol, VP/VA Copolymer, Chlorphenesin, Ascorbyl Palmitate, Iron Oxides (CI 77499).



### EYELASH SERUM

Longer, stronger and fuller lashes in 4 weeks with our highly effective blend of active ingredients. Sweed's serum extends the growth phase of each individual lash and can also be used as a booster for your eyebrows. Your lashes will appear fuller and more lush than ever, with a beautiful lifting curl.

- Award-winner: "Lash serum of the year"
- Longer and fuller lashes in 4 weeks
- Boosts, conditions and nourishes your lashes
- Free from prostaglandin

Key ingredients: Pumpkin Seed Oil, Biotin, Keratin, Peptides and Hyaluronic Acid.

Available sizes: 3 ml & 5 ml

RRP 3ml: 55 USD, 49 EUR, 42 GBP RRP 5ml: 80 USD, 70 EUR, 65 GBP

INCI:

Aqua (Water), Hyaluronic Acid, Panthenol (Vitamin B5), Cucurbita Pepo (Pumpkin) Seed Oil, Myristoyl Pentapeptide-17, Biotin, Myristoyl Pentapeptide-16, Hydrolyzed Keratin, Biotinoyl Tripeptide-1, Octapeptide-2, Glycerin, Larix Europaea Wood Extract, Glycine Max (Soybean) Polypeptide.





### SATIN KOHL EYELINER

Rich, stay-true color with a long-lasting effect in one stroke. Our long-wearing eye pencils gives you a smooth satin finish with excellent coverage that looks fresh all day and night. This lightweight, creamy formula glides on effortlessly and can also be used as a classic eyeliner as well around the waterline.

- Intense color result in one stroke
- Ultra Creamy texture
- Long Lasting
- Matte Silky finish
- Dermatologically tested

RRP: 25 USD, 20 EUR, 19 GBP

#### INCI:

Black: C10-18 Triglycerides, Hydrogenated Coconut Oil, Microcrystalline Wax / Cera Microcristallina, Mica, Myristyl Myristate, Rhus Succedanea Fruit Wax, Behenyl Alcohol, Hydrogenated Coco-Glycerides, Cetyl Palmitate, Copernicia Cerifera (Carnauba) Wax / Copernicia Cerifera Cera, Hydrogenated Castor Oil, Sorbitan Palmitate, Stearalkonium Hectorite, Tocopheryl Acetate, Propylene Carbonate, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Iron Oxides (Ci 77499), Iron Oxides (Ci 77491).





### SATIN EYELINERS

Rich, stay-true color with a long-lasting effect in one stroke. Our long wearing eye pencils comes in a smooth matte or metallic silky finish with high pigmentation that stays all day and night. The lightweight, ultra creamy formula glides on effortlessly and can be used as a classic eyeliner as well around the waterline.

- Intense color result in one stroke
- Ultra Creamy texture
- Long Lasting
- Dermatologically tested
- Ophthalmologically tested

**RRP:** 26 USD, 23 EUR, 21 GBP

#### INCI:

Margaux Bordeaux: Hydrogenated Polyisobutene, Isododecane, Synthetic Wax, Polymethylsilsesquioxane, Polybutene, Silica, Hydrogenated Polydicyclopentadiene, Oryza Sativa Cera (Oryza Sativa (Rice) Bran Wax), Hydrogenated Castor Oil, Synthetic Beeswax, Ethylene/Propylene Copolymer, Pentaerythrityl Tetra-Di-T-Butyl Hydroxyhydrocinnamate, Iron Oxides (CI 77491), Iron Oxides (CI 77499).





### **BROW PENCILS**

Our ultra-fine eyebrow pencil draws incredibly natural-looking, hair-like strokes that give a microblade effect to create the most perfect brows. The color rich and smudge proof formula transforms brows from shapeless to defined in a moment. The twist-up, non-sharpen tip and built-in spoolie brush makes application effortlessly perfect every time.

- Smudge proof formula
- 1,4mm tip to mimic the look of natural brow hair
- Microblade effect that adds dimensions to the brows
- Professional performance

RRP: 25 USD, 26 EUR, 22 GBP

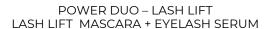
#### INCI:

Ebony: Polyglyceryl-2 Triisostearate, Polyethylene, Hydrogenated Vegetable Oil, Copernicia Cerifera (Carnauba) Wax, Hydrogenated Coco-glycerides, Mica (Ci 77019), Zinc Stearate, Caprylic/capric Glycerides, Triethoxycaprylylsilane, Polybutene, Tocopheryl Acetate, Sorbitan Tristearate, Aluminum Hydroxide, Iron Oxides (Ci 77499), Iron Oxides (Ci 77491), Iron Oxides (Ci 77491).









A beautiful Gift Set with our best selling Lash Lift Mascara and Eyelash Growth Serum for insanely long lashes. Full size products.

RRP: 75 USD, 65 EUR, 52 GBP



#### POWER DUO – CLOUD CLOUD MASCARA + EYELASH SERUM

Gorgeous Gift Set with our popular Cloud Mascara and Eyelash Growth Serum for lashes beyond your imagination. Full size products.

RRP: 75 USD, 66 EUR, 60 GBP



NO LASH-LASH - THE SIGNATURE 6 mm / 8 mm / 10 mm / 12 mm

RRP: 30 USD, 25 EUR, 22 GBP



NO LASH CLUSTER – SHORT 12 clusters, 6 mm/8 mm

RRP: 30 USD, 25 EUR, 22 GBP



NO LASH CLUSTER – MEDIUM 12 clusters, 8 mm / 10 mm

RRP: 30 USD, 25 EUR, 22 GBP



NO LASH CLUSTER – LONG 12 clusters, 10 mm / 12 mm

RRP: 30 USD, 25 EUR, 22 GBP



CLUSTER 3D – SHORT 12 clusters, 6 mm / 8 mm

RRP: 30 USD, 25 EUR, 22 GBP



ALL BLACK
Perfectly shaped black individual lashes in 3 different lengths.

RRP: 16 USD, 14 EUR, 12,50 GBP



CLUSTER 3D – MEDIUM 12 clusters, 8 mm / 10 mm

RRP: 30 USD, 25 EUR, 22 GBP



#### CLUSTER FLAIR

Perfectly shaped lashes in single, double and triple clusters.

RRP: 20 USD, 17 EUR, 14,50 GBP



CLUSTER 3D – LONG 12 clusters, 10 mm / 12 mm

RRP: 30 USD, 25 EUR, 22 GBP



#### BEROE 3D

Designed with the latest technique in the industry and gives maximum effect and a fullness in several dimensions.

RRP: 20 USD, 17 EUR, 14,50 GBP



#### TÈTE A TÈTE BLACK / BROWN

Our most delicate strip lash and suits everyone looking for a fuller natural look.

RRP: 16 USD, 14 EUR, 12,50 GBP



#### BOO 3D

Wear this lash if you are looking for maximum fullness in several dimensions and a va-va-voom look á la Kylie Jenner.

RRP: 23 USD, 22 EUR, 19 GBP



#### NAR

Gives you a natural look with separated and defined lashes. The pointing shape of the lashes resembles flames.

RRP: 16 USD, 14 EUR, 12,50 GBP



#### NORTH 3D

A beautiful lash that takes your eyes from zero to hero in a blink - with volume in several dimensions.

RRP: 25 USD, 22 EUR, 19 GBP



#### GABBI

A must have in your lash-wardrobe, with its flirty extra length on the corners.

RRP: 16 USD, 14 EUR, 12,50 GBP



#### TERRYFIC 3D

Bold and unforgettable - Terryfic is the icing on the cake for your evening makeup.

RRP: 30 USD, 25 EUR, 22 GBP



#### ICONIC

The lash for you who wants some extra splash and volume on the corners.

RRP: 16 USD, 14 EUR, 12,50 GBP









#### PEN SHARPENER

Our pen sharpener is genius yet gorgeous. Boasting a patented swivel design and a mess-free shavings holder, the sharp blade works its wonder on lip, brow and eye pencils.

RRP: 10 USD, 8 EUR, 7 GBP

#### ADHESIVE FOR STRIP LASHES

A clear/white adhesive that makes your individual- or strip lashes stay in place. The formula is gentle to your eyes and is easy to peel off without harming your own lashes.

RRP: 15 USD, 12 EUR, 10 GBP

#### **TWEEZERS**

A high-quality, stainless steel tweezers covered with an ergonomic and user friendly rubber finish. The tweezers are custom designed with a wide top for a non-pinch usage and calibrated tension.

RRP: 23 USD, 23 EUR, 21 GBP

#### **SCISSORS**

High-quality, straight-length stainless steel scissor with an ultra-thin blade to precisely trim brows and false lashes to suit your eye-shape.

RRP: 23 USD, 22 EUR, 19 GBP

### SWEED X BILLION BABY TURTLES

FOR EVERY LASH LIFT MASCARA SOLD, SWEED IS RESCUING ONE SEA TURTLE.

As a vegan and clean beauty brand, animals has been a part of our DNA from day one. Therefore, we have teamed up with Billion Baby Turtles to support their sea turtle rescue project.









Available worldwide at sweedbeauty.com. Find some of our exclusive retailers below.

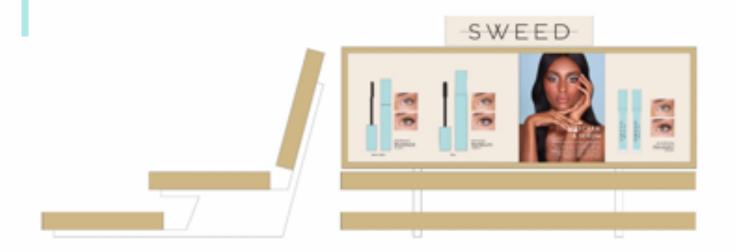




@sweedbeauty #sweedbeauty

## DISPLAYS

### TABLE DISPLAYS 2023

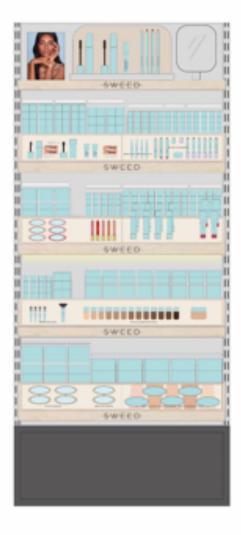


Scandinavian minimalist style.
Clean lines and luxury.
Inserts that can easily be exchanged.
Testers on two flat panels and back panel angled position. (No stock display)

Total size per section: 60x50x36 cm (24x20x14 in) or 90x50x36 cm (36x20x14 in)



### WALL & GONDOLA DISPLAYS 2023





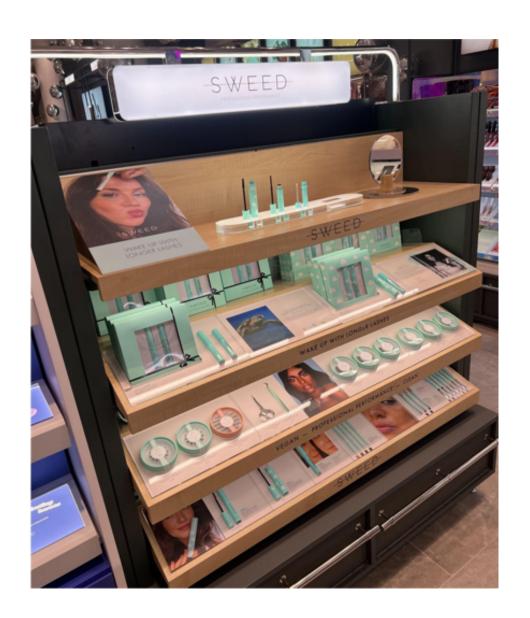
Scandinavian minimalist style. Integrated design built for in store shelving units and gondolas. Lighting and exchangeable inserts. Stock behind testers.

Made for sizes 60, 90 & 120 cm shelving, (d 35 cm) 24, 36 & 48 In shelving. (d 20 in)

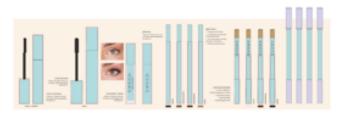
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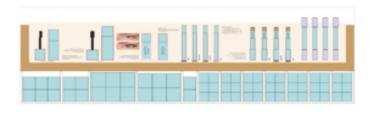
Made for sizes 60, 90 & 120 cm shelving, (d 35 cm) 24, 36 & 48 In shelving. (d 20 in)



### TABLE & SHELF DISPLAYS

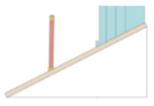


SWEED DISPLAY 590x170x180mm

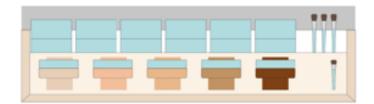








SWEED DISPLAY 590x180x250mm





### PAPER COUNTER DISPLAYS

Stocked counter displays for Mascaras and Serums. 380x250x250 cm



### OTHER

