

SWEED

PROFESSIONAL PERFORMANCE

SWEED

We are here to create the next generation of iconic beauty products.

Sweed was founded by makeup artist Gabriella Elio in 2015 with the idea to offer the best false lashes in the world. Since then she has added classic makeup products she felt were missing in her professional kit and personal makeup bag.

Gabriella's philosophy is to embrace and enhance your own beauty in a natural way. She has spent years evaluating innovation and testing formulas to create a range of timeless classics that have taken the world by storm.

Vegan, clean, with professional performance.



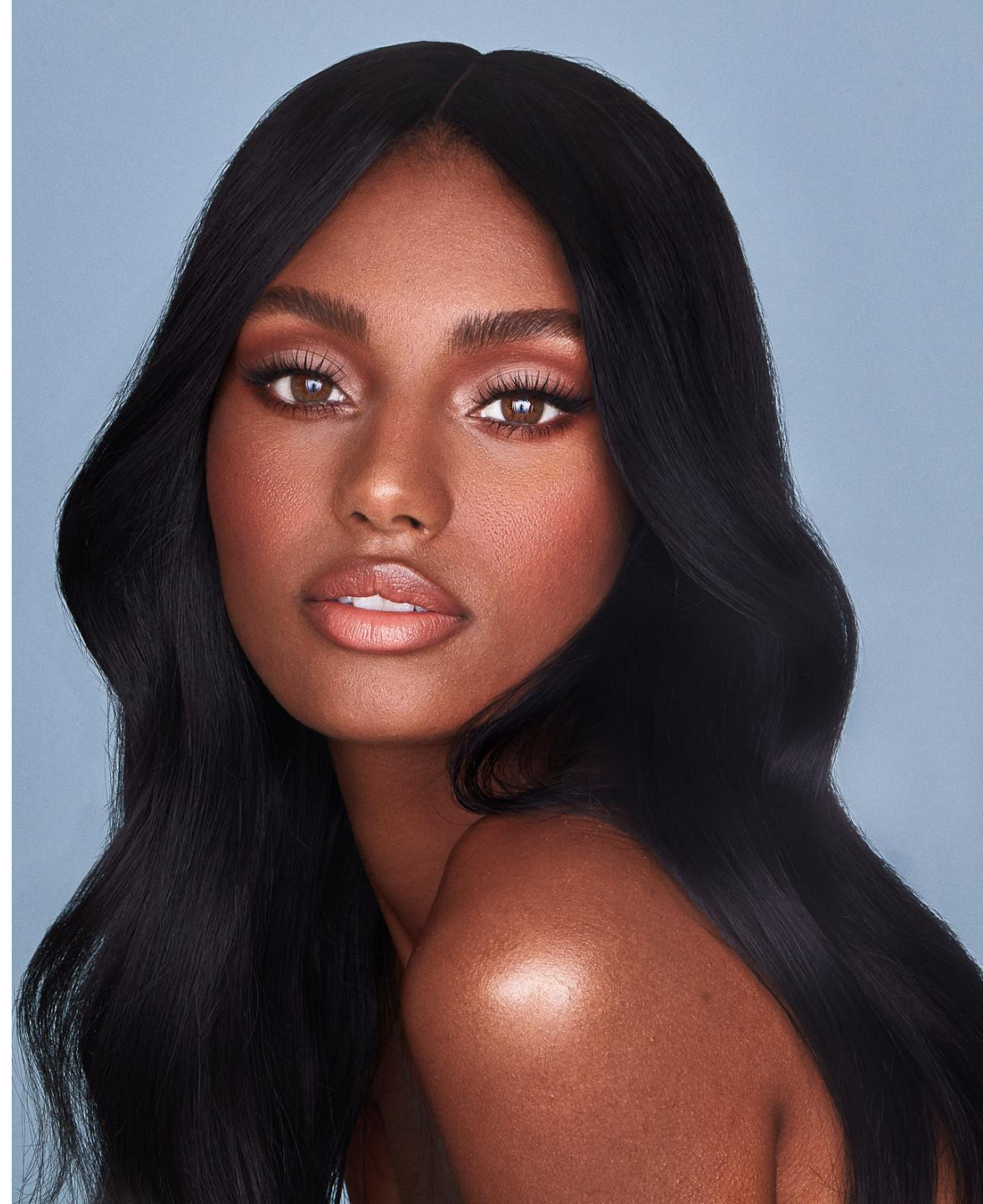
Vegan & Clean
Beauty

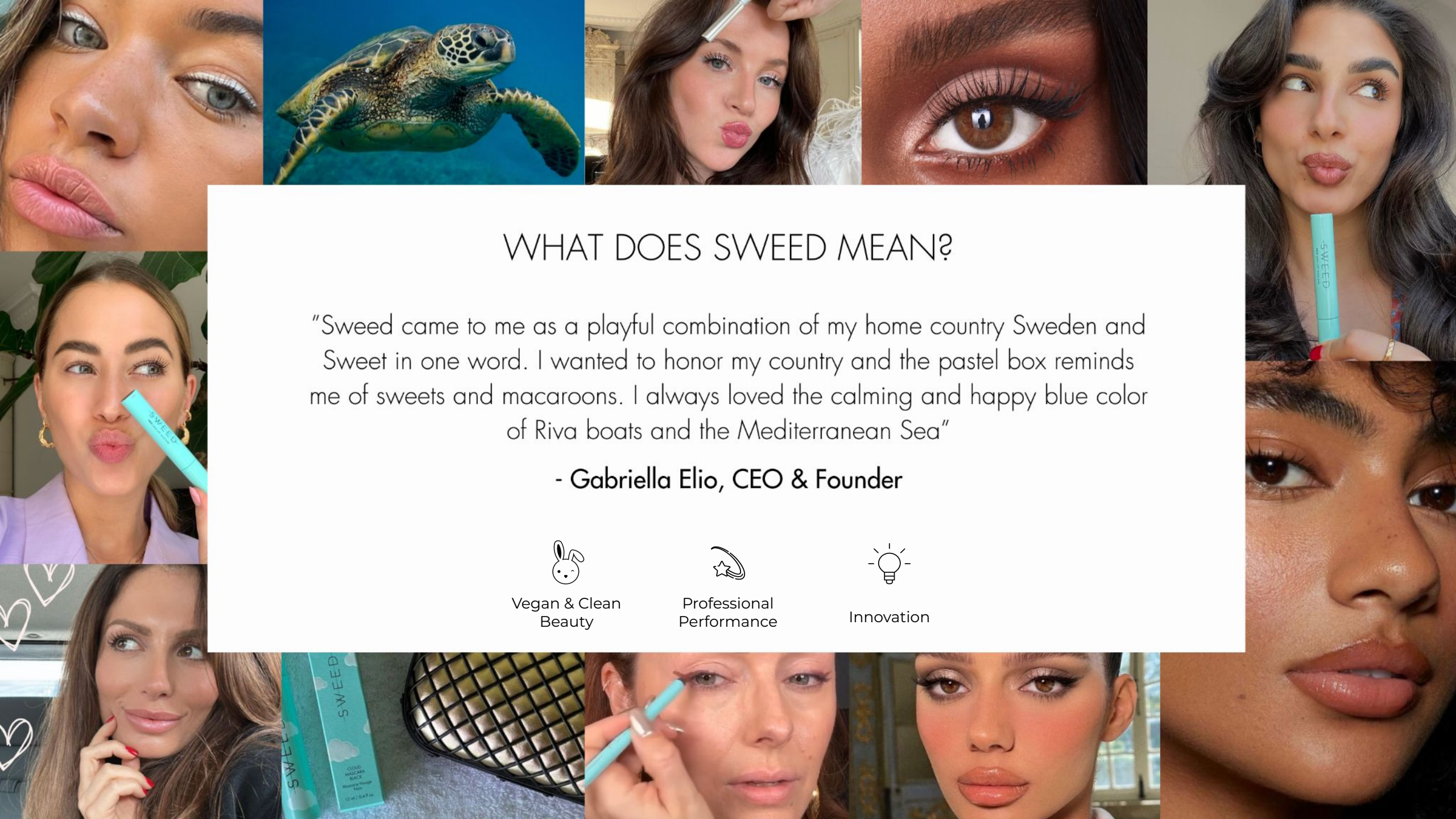


Professional
Performance



Innovation





WHAT DOES SWEED MEAN?

"Sweed came to me as a playful combination of my home country Sweden and Sweet in one word. I wanted to honor my country and the pastel box reminds me of sweets and macaroons. I always loved the calming and happy blue color of Riva boats and the Mediterranean Sea"

- Gabriella Elio, CEO & Founder



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

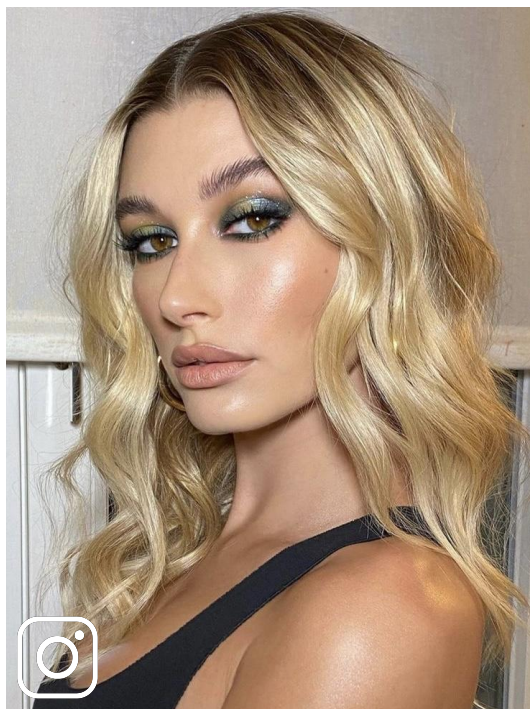


SPOTTED ON #SWEEDFRIENDS

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



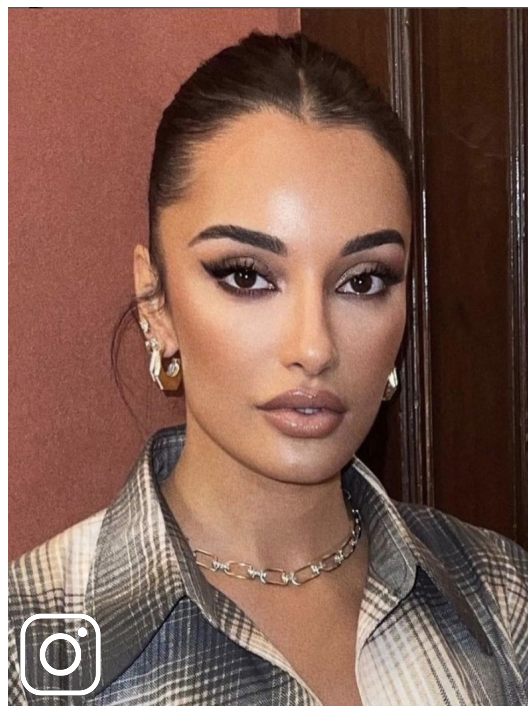
@fardosa.s

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




< nikki_makeup   

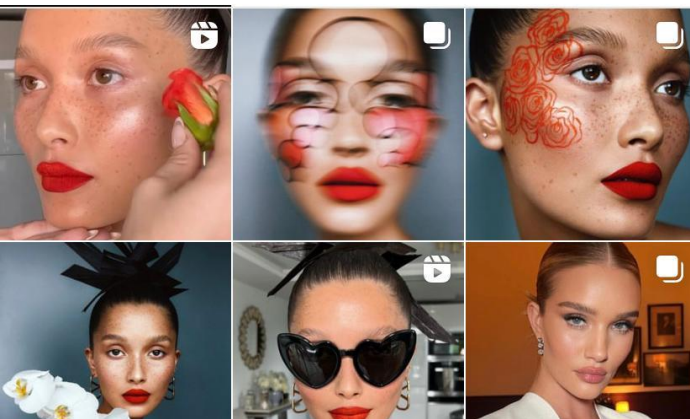





1 973 Posts 2M Followers 1 078 Following


Nikki_Makeup
Makeup Artist
TikTok: nikkimakeup_
📍 London
www.liketoknow.it/Nikki_Makeup
See Translation

Following ▾ Message Email +






< hungvanngo   

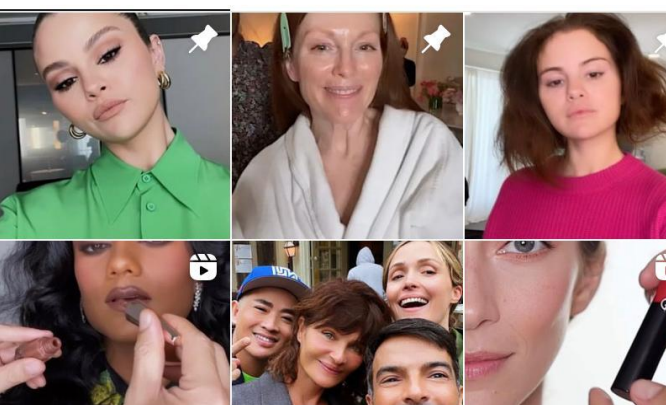





5 176 Posts 3,4M Followers 1 056 Following


Hung Vanngo
Makeup Artist
Representation @thewallgroup
NYC quinn@thewallgroup.com
LA mpursel@thewallgroup.com
PR nicole@thewallgroup.com
youtu.be/yQ5raNB5_1A

Following ▾ Message +






< mrdanielmakeup   

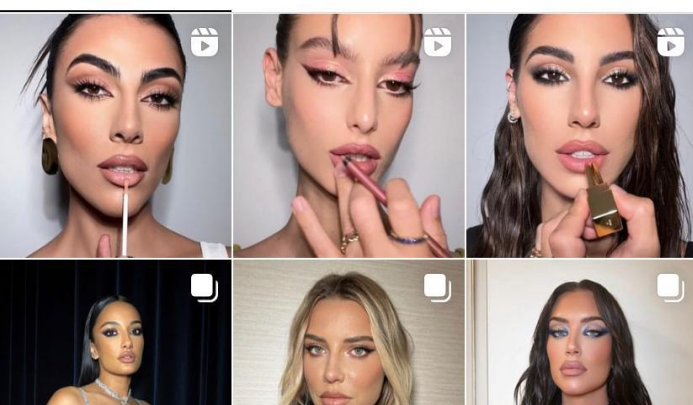


2 795 Posts 708K Followers 1 793 Following


MR DANIEL
Celebrity Makeup Artist
📍 Milan based
📍 Paris from 28/9 to 5/10
Art Director of @nablacosmetics


Following ▾ Message +



  




FREQUENTLY USED BY PROFESSIONALS



aliandreeamakeup 







1 699
Posts

549K
Followers


3 351
Following




Andreea Ali
Artist
Makeup artist represented by The Wall Group
Based in Paris
YouTube, makeup course, shop my looks 
linktr.ee/AliAndreeaMakeup

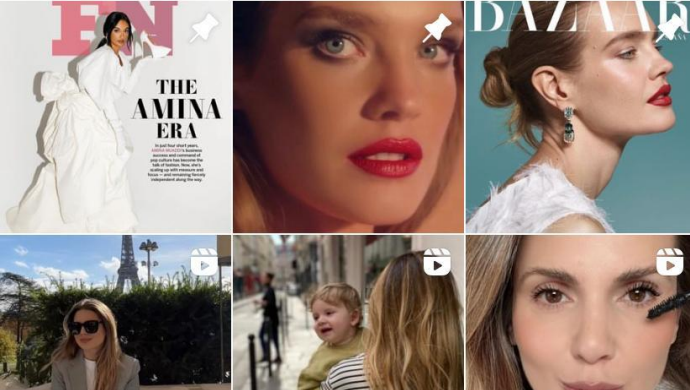
Following 


Message


Email












thetonyabrewer 






1 079
Posts

187K
Followers


532
Following




tonya brewer
Artist
makeup artist
the bob ross of makeup
bookings@tonyabrewer.com

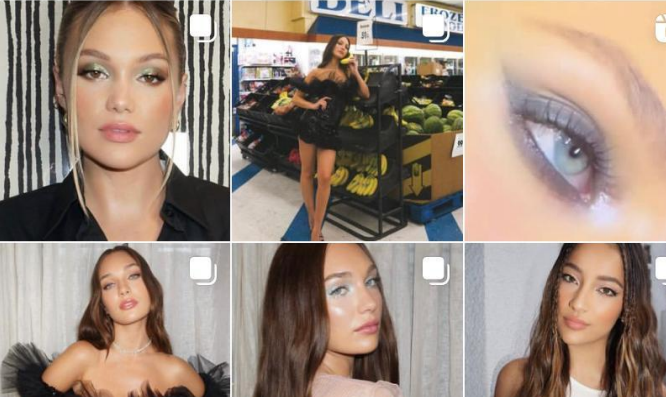
Following 


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lifeofkellydawn







892
Posts

105K
Followers


5 304
Following




KELLY DAWN
Artist
Makeup Artist 
Represented by @thewallgroup
Brands,PR & Bookings: cydney@thewallgroup.com
Bridal: enquiries@kellydawnmakeup.com... [more](#)
kellydawnmakeup.com

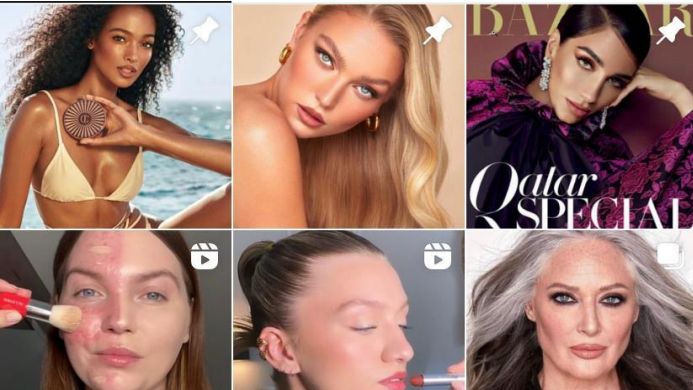
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Email







PRODUCTS

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.

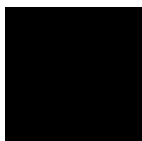
It lays down black pigment between each and every lash for instant tightline eyeliner definition and the look of a fuller lash line. The formula contains Panthenol (Vitamin B5) that helps strengthen your lashes. The mascara is water resistant but not waterproof.

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

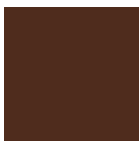
- Maximum lift and length
- Lightweight, flexible and endlessly buildable formula
- Flake-free formula that doesn't clump or smudge
- Infused with vitamin B5 to nourish your lashes

Size: 8 ml

Colors:



Black



Dark Brown

RRP: 30 USD

INCI:

LASH LIFT 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).



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.

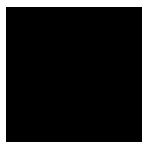
The nourishing vegan formula is infused with Panthenol (vitamin B5) and creates long, full & lightweight lashes that don't flake or smudge, and keeps your long-lasting curl firmly in place.

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

Colors:



Black

RRP: 30 USD

INCI:

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: 55 USD / 80 USD

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 EYE PENCILS

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

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).

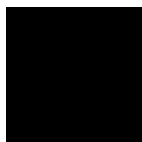
Colors:



Bright



Dusty
Brown



Black



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: 25 USD

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).

Colors:



Margaux
Bordeaux



Euphoria
Silver



Golden
Beetle



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

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 77492), Iron Oxides (Ci 77491), Titanium Dioxide (Ci 77891).

Colors:



Taupe



Medium
Brown



Dark
Brown



Ebony





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

RRP: 30 USD



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

RRP: 30 USD



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

RRP: 30 USD



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

RRP: 30 USD



NO LASH CLUSTER – 6 mm
12 clusters, 6 mm

RRP: 30 USD



NO LASH CLUSTER – 8 mm
12 clusters, 8 mm

RRP: 30 USD



NO LASH CLUSTER – 10 mm
12 clusters, 10 mm

RRP: 30 USD



NO LASH CLUSTER – 12 mm
12 clusters, 12 mm

RRP: 30 USD



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

RRP: 30 USD



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

RRP: 30 USD



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

RRP: 30 USD



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

RRP: 16 USD



CLUSTER FLAIR
Perfectly shaped lashes in single,
double and triple clusters.

RRP: 20 USD



BEROE 3D

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

RRP: 20 USD



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



NORTH 3D

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

RRP: 25 USD



TERRYFIC 3D

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

RRP: 30 USD



TÊTE A TÊTE

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

RRP: 16 USD



NAR

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

RRP: 16 USD



GABBI

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

RRP: 16 USD



ICONIC

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

RRP: 16 USD



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



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



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

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.

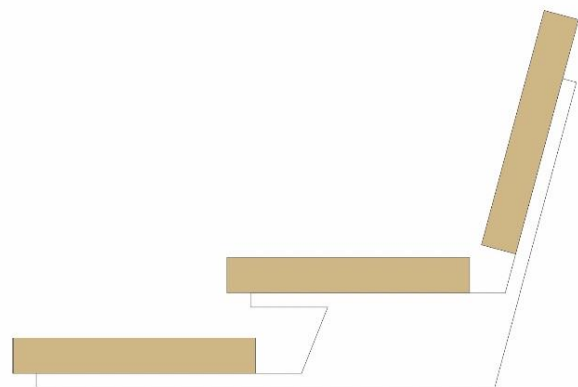


— S W E E D —

@sweedbeauty #sweedbeauty

DISPLAYS

TABLE DISPLAYS 2023



Scandinavian minimalist style.

Clean lines and luxury.

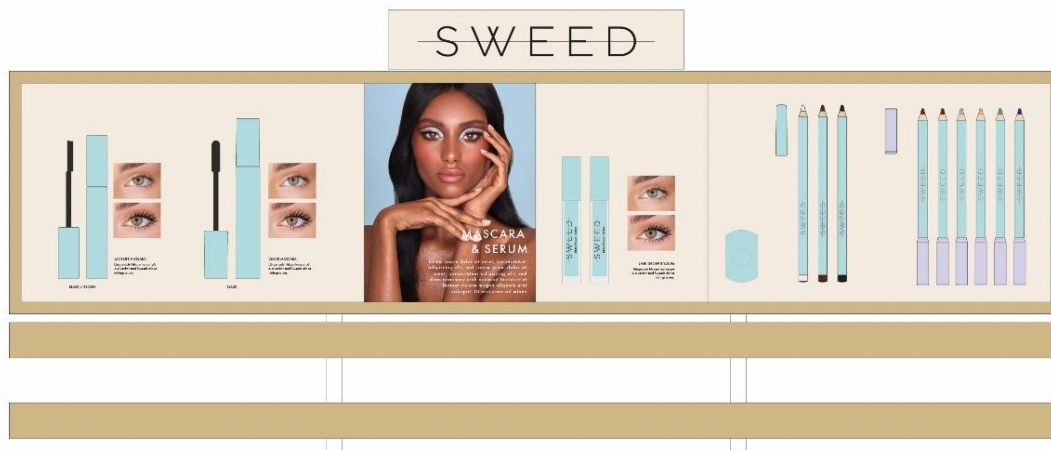
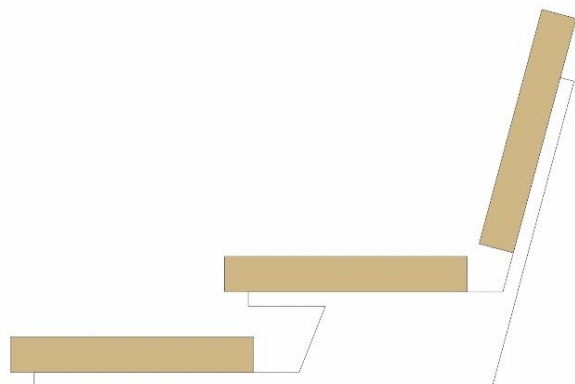
Inserts that can easily be exchanged.

Testers on two flat panels and back panel angled position. (No stock display)

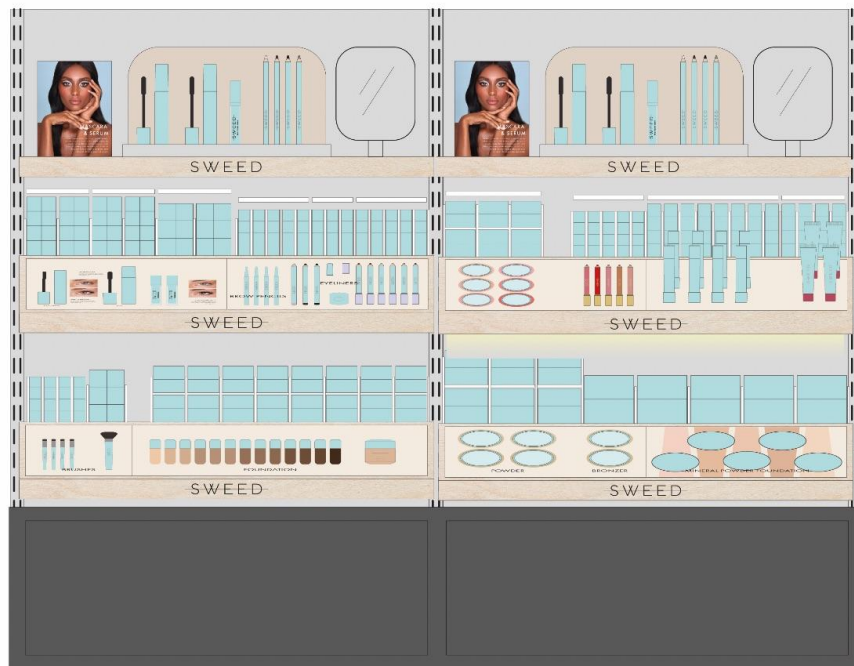
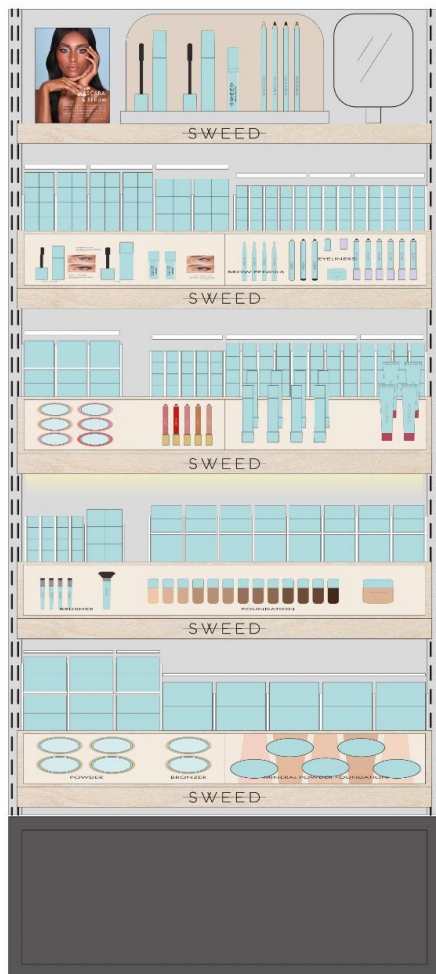
Total size per section:

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)

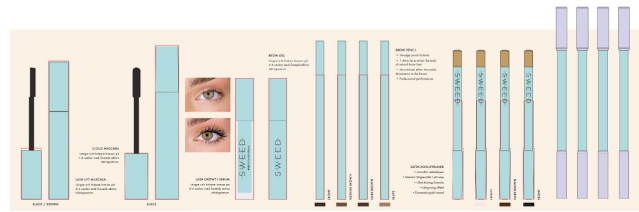
WALL & GONDOLA DISPLAYS 2023

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

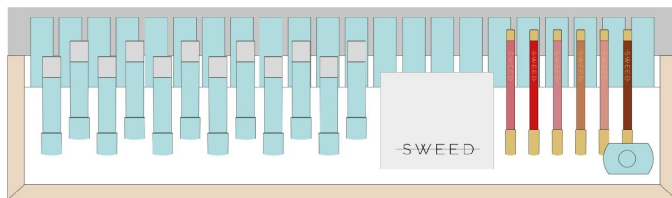
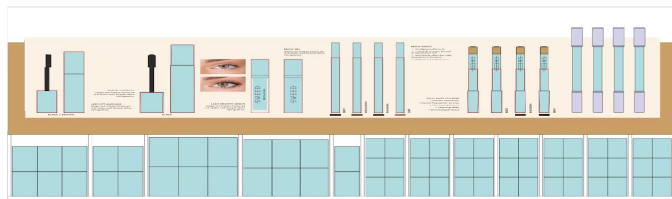
Made for sizes
60, 90 & 120 cm shelving, (d 35 cm)
24, 36 & 48 In shelving. (d 20 in)



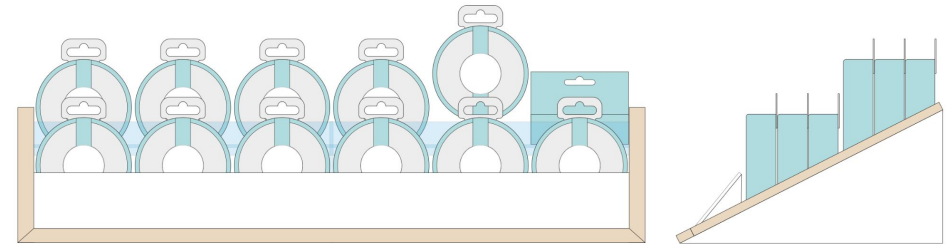
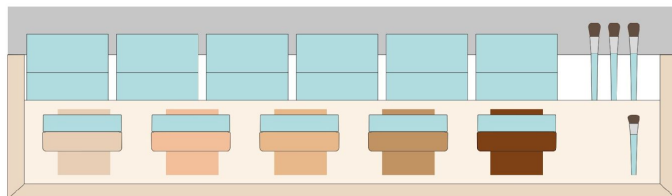
TABLE & SHELF DISPLAYS



SWEED DISPLAY 590x170x180mm



SWEED DISPLAY 590x180x250mm

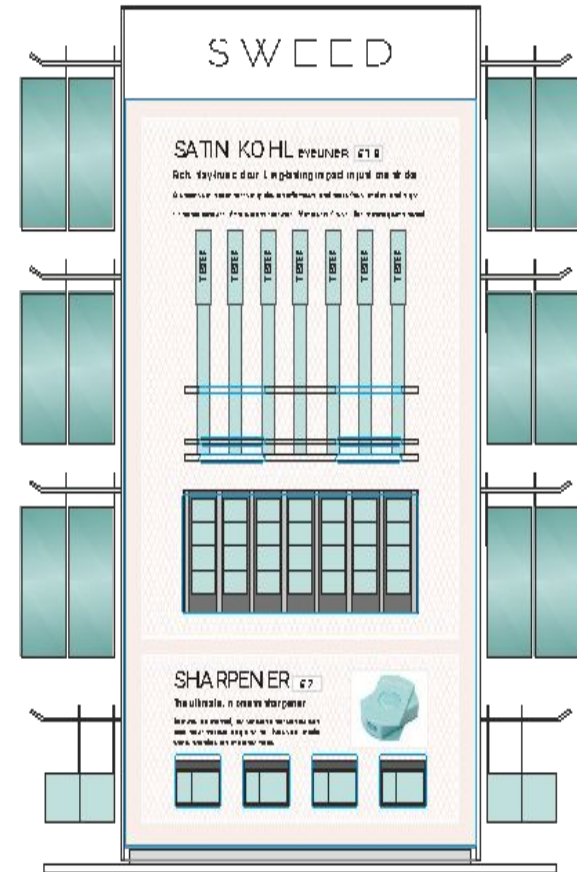
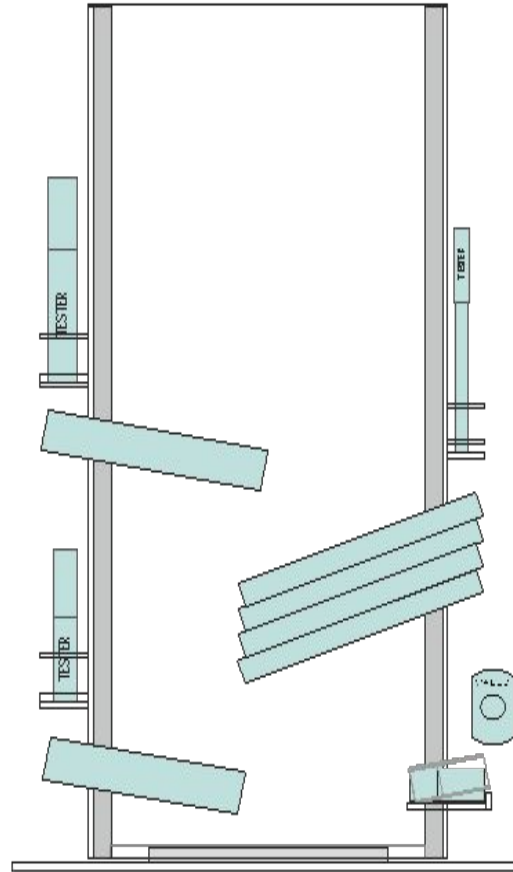
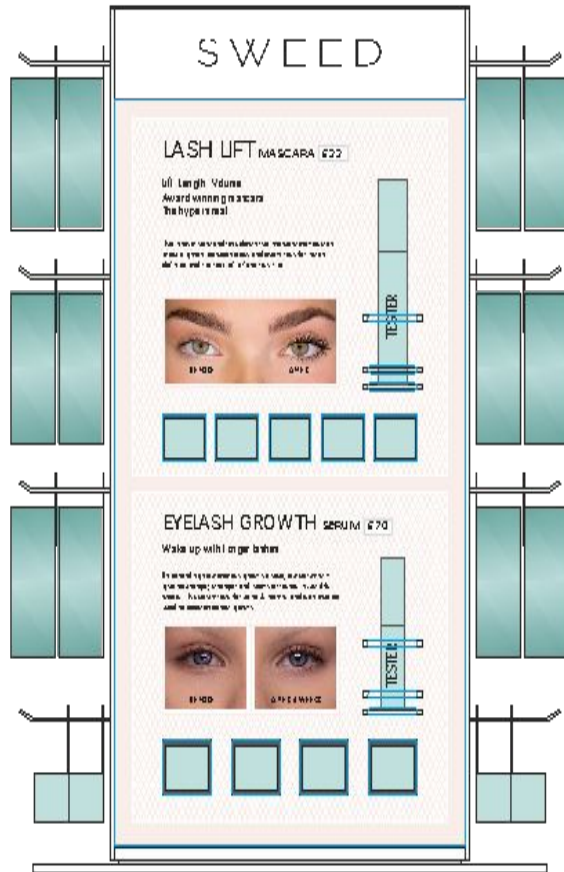


PAPER COUNTER DISPLAYS

Stocked counter displays for Mascaras and Serums. 380x250x250 cm



ROTATING COUNTER DISPLAY



OTHER

