



BYROKKO

BRANDBOOK



BYROKKO

OUR MISSION

Our mission is to provide the highest-quality tanning products that help our customers achieve their perfect tan without sacrificing their skin's health. We are committed to delivering safe, effective and smart tanning solutions that enhance the natural beauty of our customers, making them feel confident and satisfied with quick results. We strive to provide outstanding customer service, while promoting ethical and sustainable business practices.

XFACTOR

Our market advantage is exceptional high-quality ingredients your skin loves. Original, innovative, and effective mixtures of the finest natural oils are renowned for their amazing scent and mainly for the quick results they bring.

OUR BRAND

At our company, we live and breathe beach life. We're passionate about bringing the fun and carefree vibes of summer to everything we do, from creating innovative tanning products to providing exceptional customer service. We believe in the power of self-expression through beauty, and we want our customers to feel confident and beautiful in their own skin. Since our beginnings in 2017, we have been obsessed with bronze summer skin and inspired by natural cosmetics.

Our team is made up of beach enthusiasts who are always looking for new ways to help our customers achieve their best tan. So whether you're soaking up the sun on a tropical beach or lounging by the pool in your own backyard, we've got you covered with products that will give you a healthy, natural-looking glow that will last all summer long.

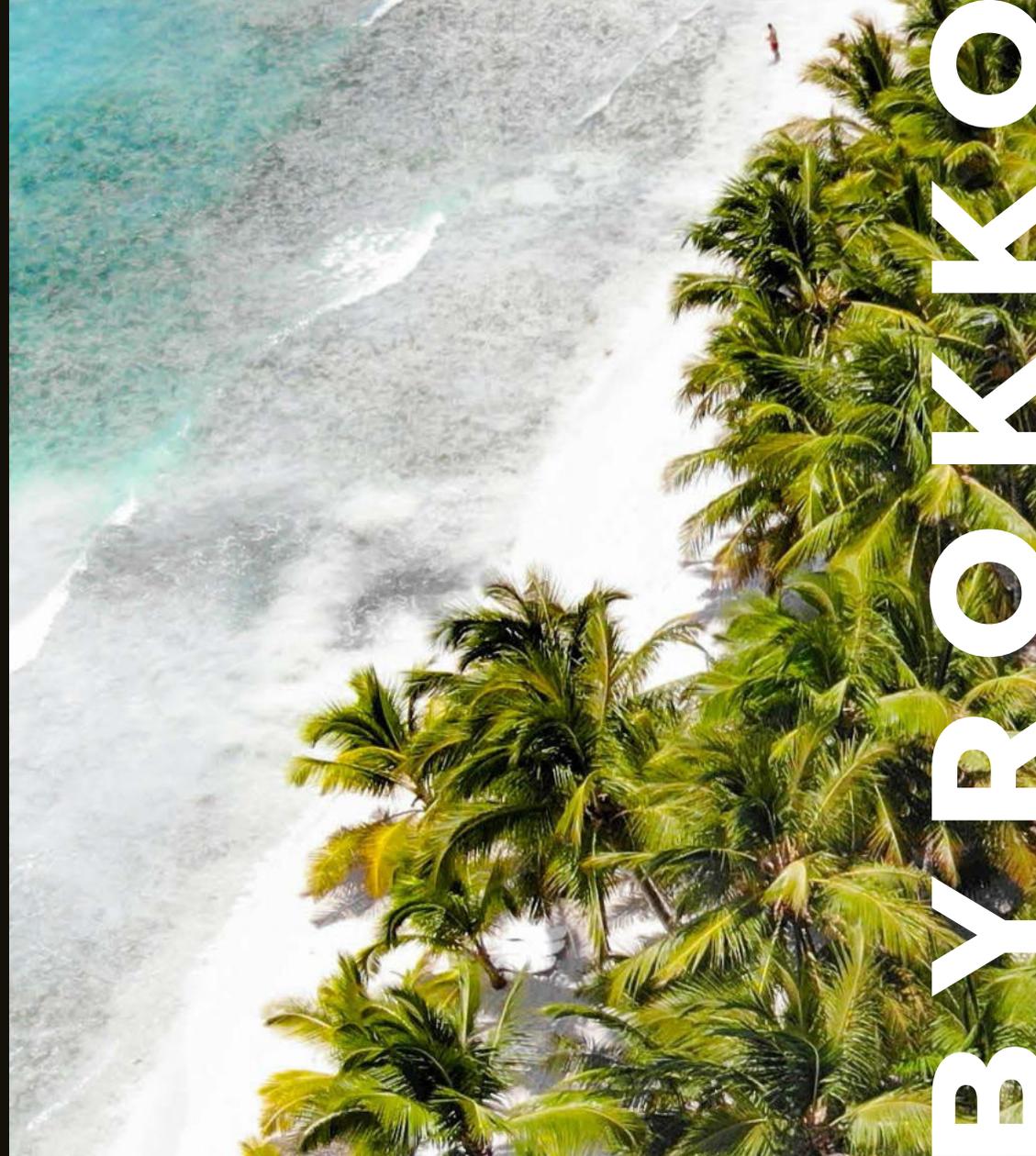
OUR CORE VALUES

Other than sunshine, nurtured skin and happy customers, here are the three most important things we value as a brand.

QUALITY Premium ingredients make our products effective and of the highest quality, which we strive for. Through the amazing scent of our products, our customers can sense how passionate we are about what we do.

SMART TANNING We educate our customers how to achieve beautiful dark tan results with less exposure to UV radiation. Our products make sure their skin gets what it needs during and after tanning, so it is not only nicely tanned but also nurtured.

RESULTS The results our products bring will never disappoint you. What we promise, we deliver and 1M+ users can vouch for us.



BYRON

OUR WANTED IMPACT

We keep our promise. We care for this planet. We will keep doing our best to have a positive impact.

SELF IMAGE

We care about how our customers feel when coming in touch with our brand, no matter where. We want to be remembered for the results our products bring. We support and encourage positive self image and body consciousness.

CRUELTY FREE

All of our products are vegan and cruelty free. We love animals and cannot stress enough that we are strictly against animal testing.

SUSTAINABILITY

We strive to give back to nature and will do our best to keep nurturing our relationship with it. Nature is essential for our product and as we take from it we want to return the favour by giving back. Some interesting projects await in the future.

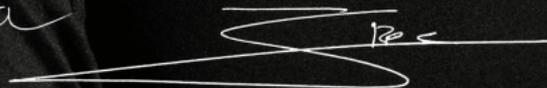


OUR VISION

To be the leading European brand in tanning products worldwide by offering innovative and high-quality solutions for customers to achieve a natural and healthy-looking tan.



Anita Štifter
Co-founder | COO



Rok Štifter
Founder | CEO



OURSTORY

2017



It started as an idea

Shine Brown was the winning idea at the start-up challenge at the School of Economics and Business at the University of Ljubljana. An idea soon became reality as the founders Rok and Anita transformed their garage into a production hall. The moment when they decided to make their college dreams a reality was just a humble beginning of a tanning revolution.

2018



Proven right!

After a successful first year the founders were proven right: every single product they created was sold out. Due to the quality and product demand, expansion was mandatory. They strategically opened four new markets and added six new products.

2019



Getting popular

The products started to generate a lot of positive feedback and caught the eyes of 1000+ influencers who helped the brand expand even more. BYROKKO also upgraded their brand look, from packaging to online presence. They perfected the structure of the formula and finished the season full of confidence.

2020



From dreams to reality

With 30+ people working on the project, BYROKKO had to expand their headquarters and warehouse capacity for the fourth time in three years. BYROKKO got recognition in magazines such as Vogue, Cosmopolitan, Women's Health and Elle. At the end of the season SELF-TAN LINE was launched.

2021



Hottest tanning experts

BYROKKO is identified as one of the top tanning brands in the world with more than 1M users. American market is opening while records are broken in Europe. BYROKKO is creating a brand identity that will firmly cement its values. Launching the 14th product, BYROKKO certainly has big ambitions for the future.

2022



Spreading wings

Still going strong with sun-care line, BYROKKO launched several new products in a self-care line: Body Lotion, Unicorn Oil and Love Bomb. Planning big things for 2023. New trendy scents lines in the tanning section, new hair line and preparing to move into a new working space.

OURSTORY

2023

Shine Brown line extension

Launching several new products including the new SPF line, new Coconut Bomb hair line and three different Shine Brown lines with trendy scents - chocolate, watermelon and tropical.

Our products became available in retail stores for the first time in our history. We partnered with BIPA drug stores in Croatia.

Moving to new headquarters with modern offices and bigger warehouse.

Brand makeover. We feel like BYROKKO brand has matured enough to begin taking branding seriously. Our teenager years are over :)

2024

New packaging, new products, new markets

2024 has been a groundbreaking year for BYROKKO, marked by the launch of our new custom packaging.

We introduced innovative products like the Shine Brown Chocolate BRONZE Tanning Cream and the Beta Carotene Tanning Line, along with our first edible product, Tanning Gummies.

Our retail network is expanding by entering drug stores (Müller, DM, Hebe, BIPA and Rossmann) and supermarkets. Our expansion into Müller stores across Germany has broadened our reach, allowing more customers to experience BYROKKO's unique offerings.

These milestones reflect our commitment to innovation and excellence in beauty and tanning. As we look ahead, we remain dedicated to pushing boundaries and delivering exceptional products to our loyal customers.

2025

Stronger brand, stronger team

In 2025, BYROKKO focused on strengthening and scaling. We refined our product portfolio, enhanced performance, and expanded our retail presence across Europe.

This year also marked significant team growth, as we welcomed new talent to support our continued expansion and long-term international ambitions.

With a stronger brand and a stronger team, we remain committed to delivering products that truly work beautifully.



OLD PACKAGING

2024

GENERIC DESIGN



NEW PACKAGING

2025

CUSTOM DESIGN

OUR NEW PLACE





BYROKKO

OUR COMMUNITY

Over **870K FOLLOWERS** and viral Instagram posts, reels and even Tiktok videos with millions of views.



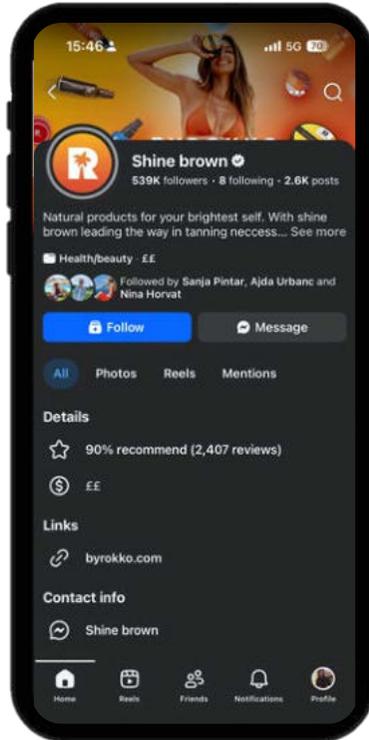
@byrokko



INSTAGRAM



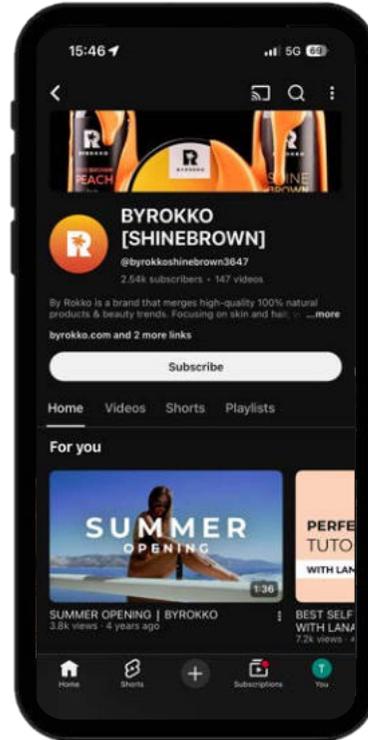
@shinebrown



FACEBOOK



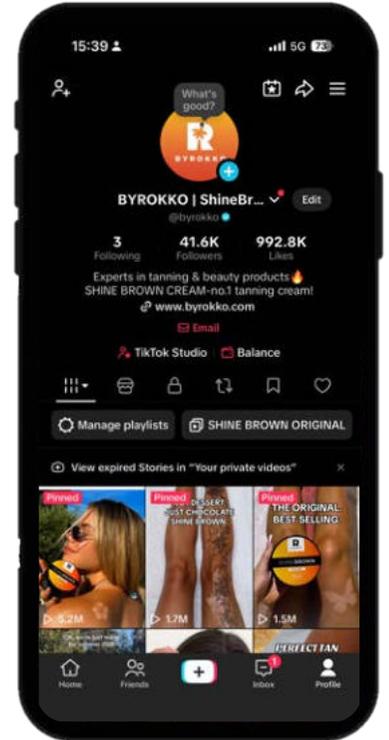
@byrokko



YOUTUBE



@byrokko

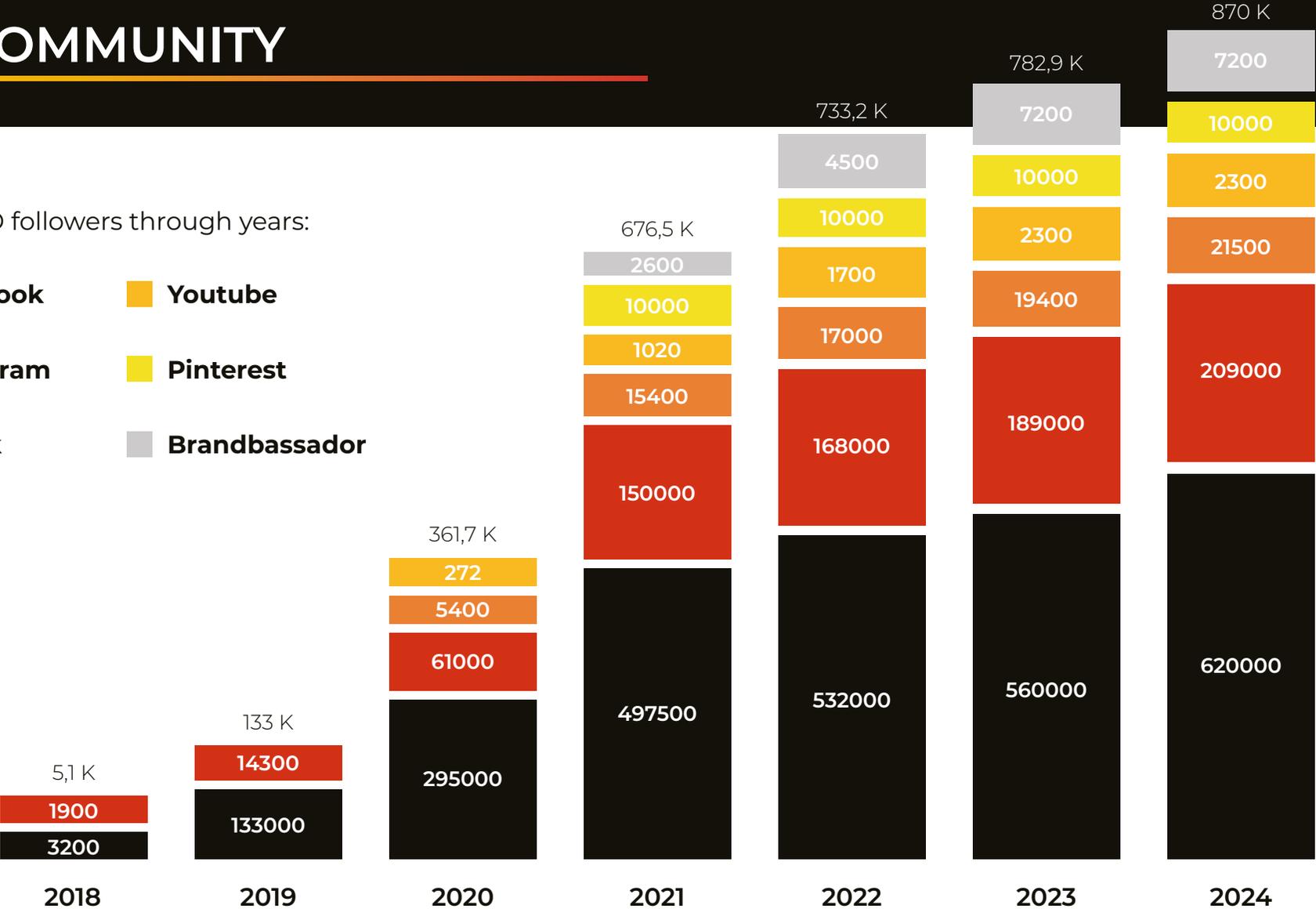


TIKTOK

OURCOMMUNITY

BYROKKO followers through years:

- Facebook
- Instagram
- TikTok
- Youtube
- Pinterest
- Brandbassador



OUR AMBASSADORS



francescafarago ✓

Francesca Farago

6.2M followers



natalia ✓

Natalia Barulich

4.1M followers



lucia ✓

Lucia Lachkovič Javorčeková

3.8M followers



veronicabielik ✓

Veronica Bielik

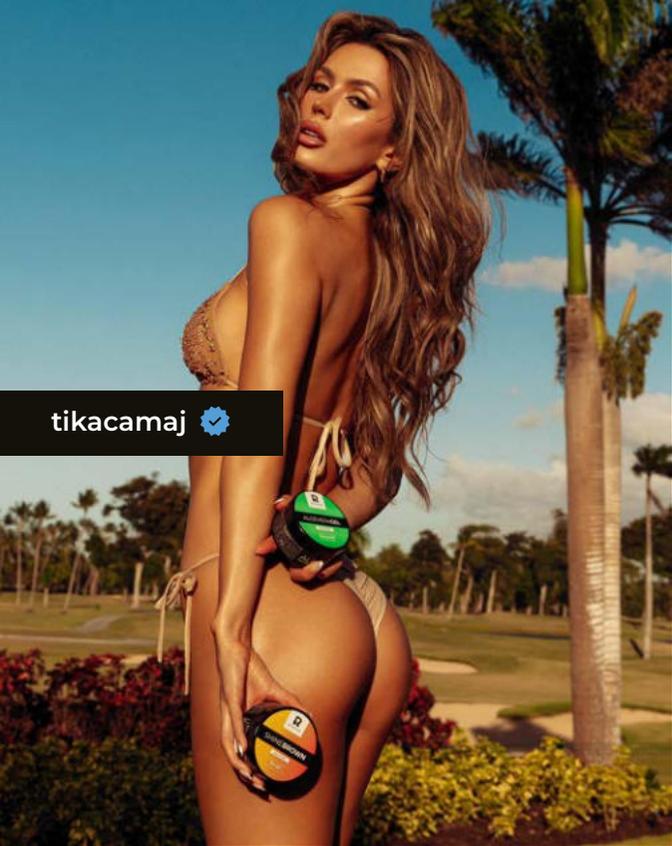
3.7M followers



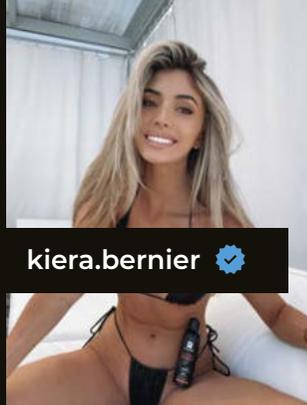
cindyprado ✓

Cindy Prado

2.8M followers



tikacamaj



kiera.bernier



juliyatkach



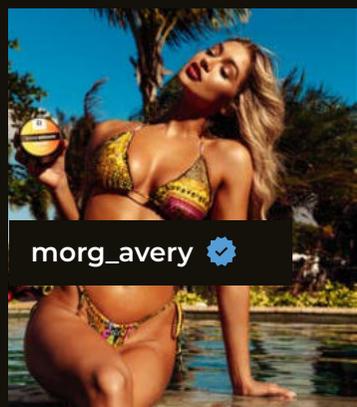
tiffanykeller



realdanielacosio



angielicious



morg_avery



vivirubin

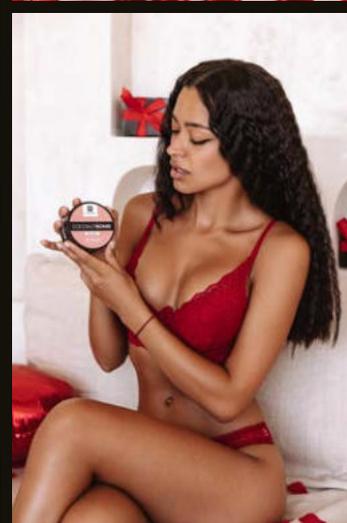


nathalya.cabral

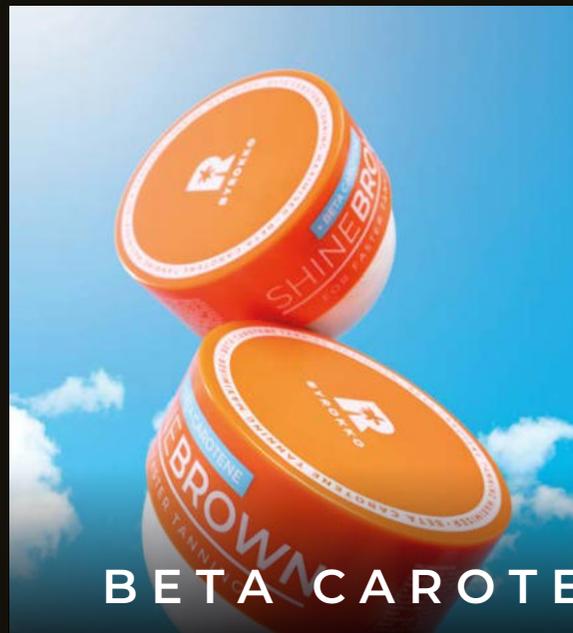


hayleytothemax

OUR CAMPAIGNS



OUR CAMPAIGNS



BETA CAROTENE LAUNCH



OUR CAMPAIGNS



FRAGRANCE MISTS LAUNCH

OUR CAMPAIGNS



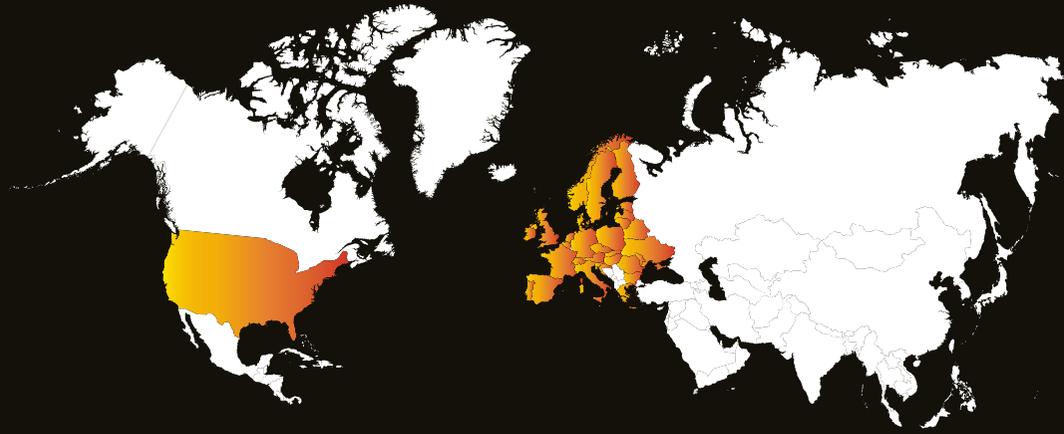
LIP OIL LAUNCH





BYROKKO

OUR MARKETS



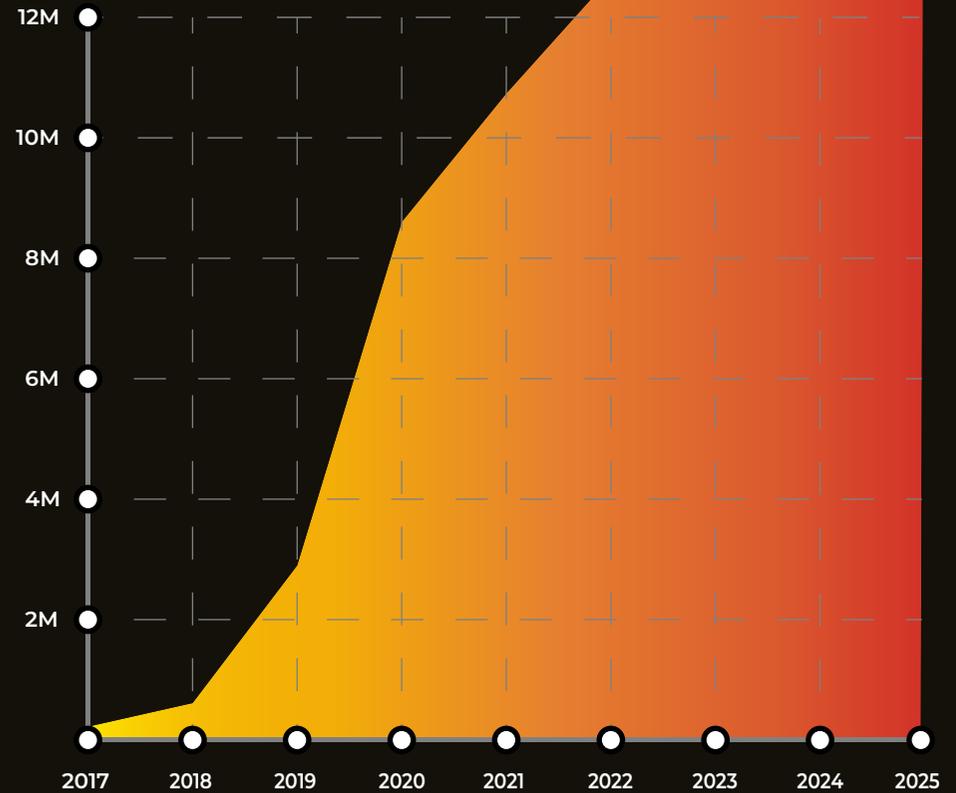
GOING GLOBAL

4M+ PRODUCTS SOLD WORLDWIDE

30+ countries

2 continents

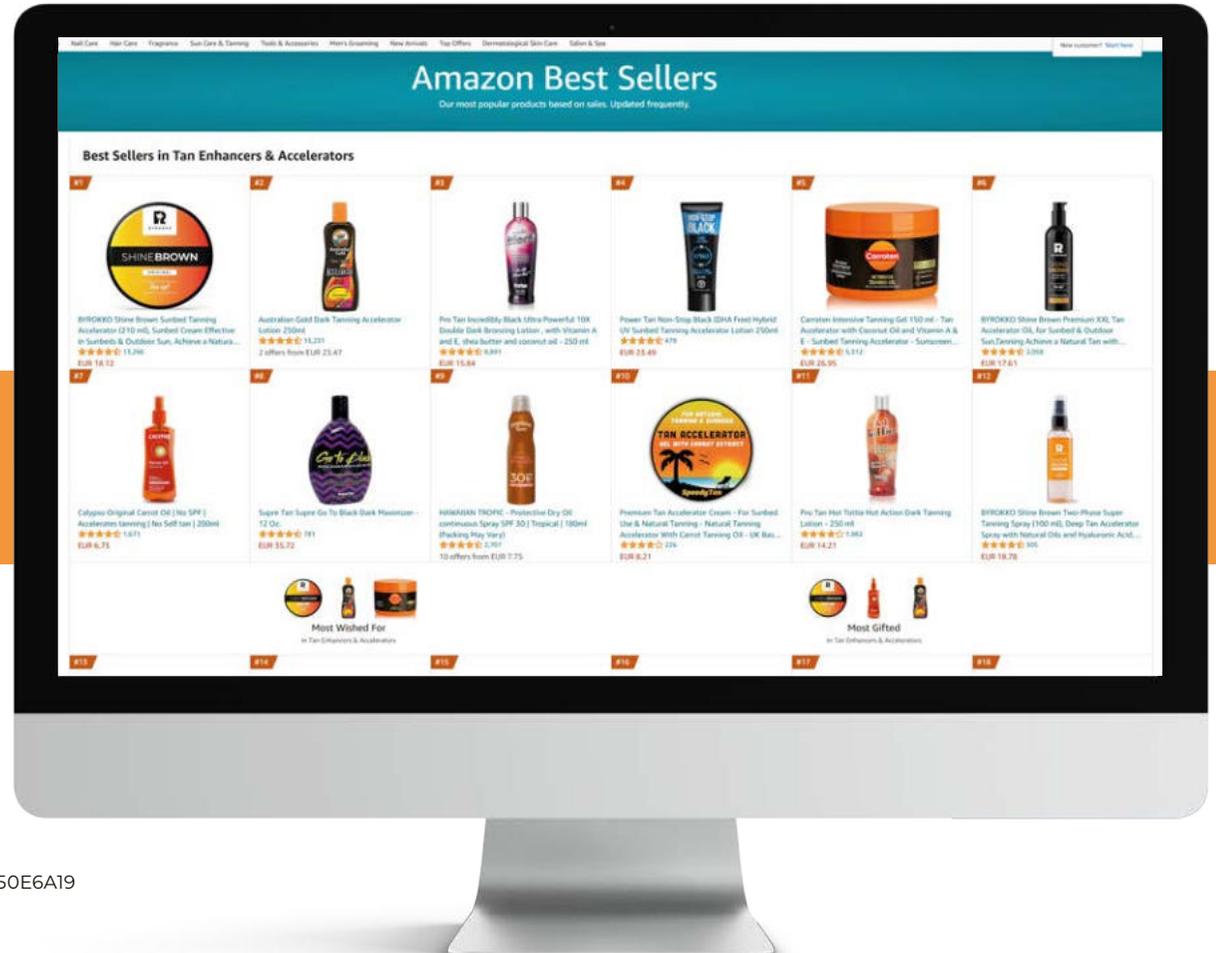
Revenue in EURO through years



OUR MARKET PLACES

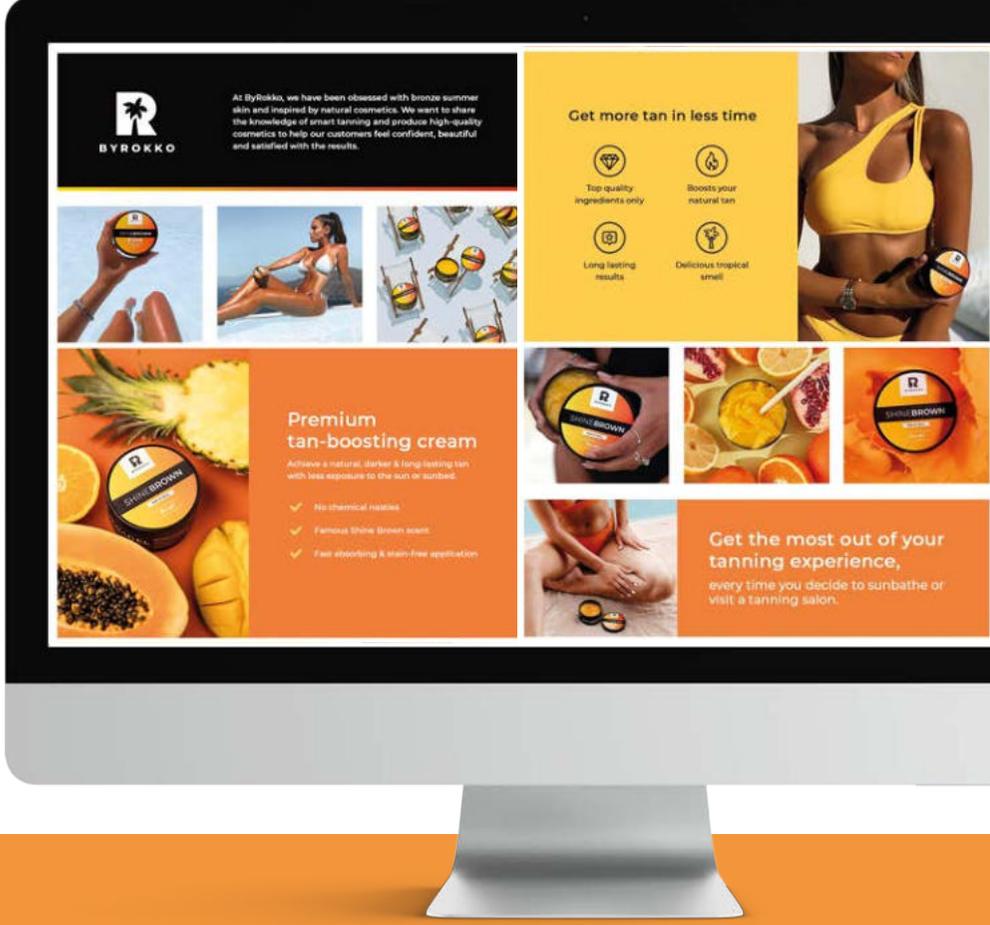


Our SHINEBROWN tanning cream is number one best seller in the Tan enhances & Accelerators segment.



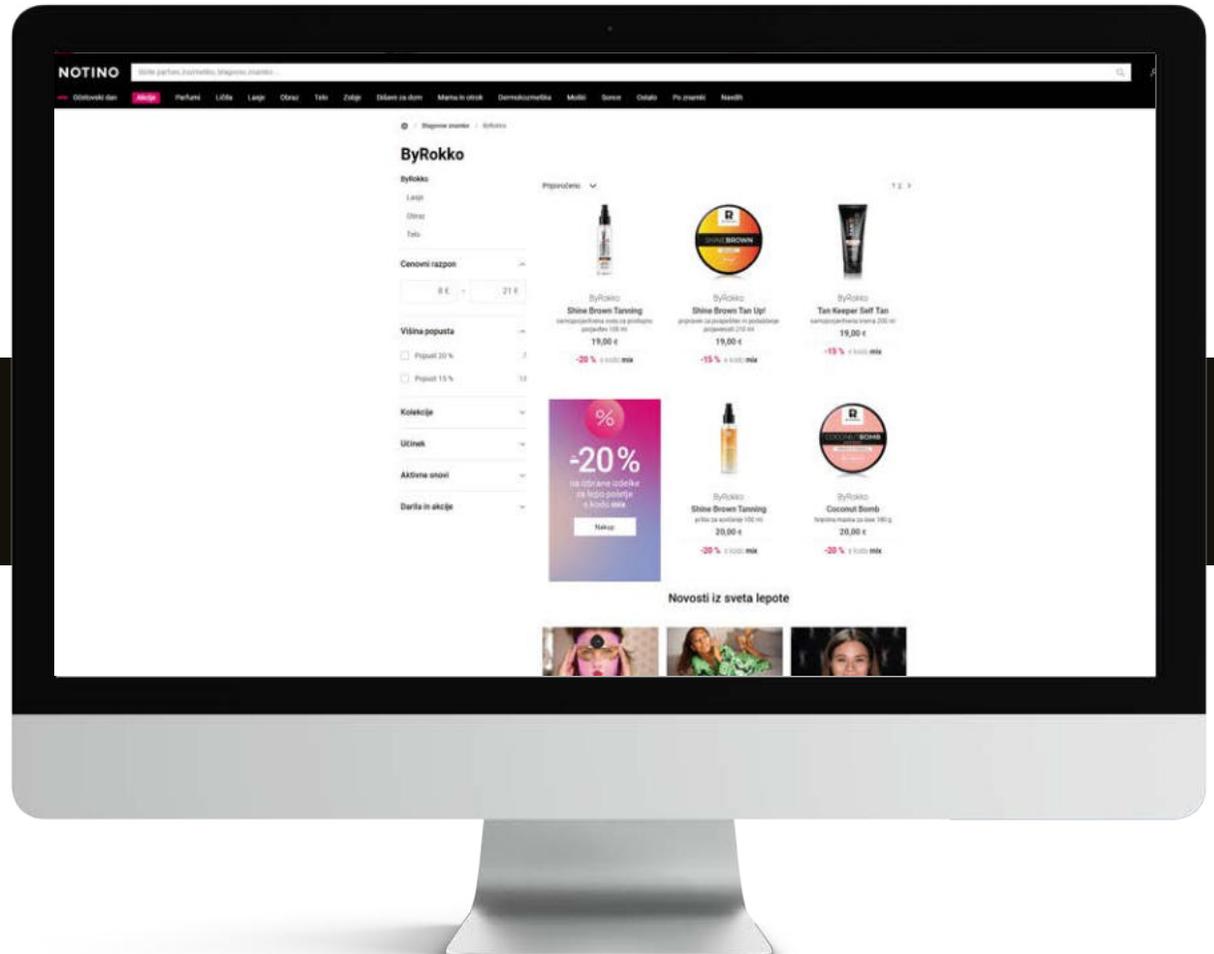
BYROKKO Amazon website:

<https://www.amazon.com/stores/BYROKKO/page/933DA124-54C1-412E-B550-5BF2E50E6A19>



OUR MARKETPLACES

NOTINO



OUR RETAIL NETWORK

Müller



BYROKKO **BESTSELLER**
IM SEGMENT DER
BRÄUNUNGSBESCHLEUNIGER

SHINE BROWN

FÜR SONNE & SONNENLIEGEN

ÜBER 4 MILLIONEN VERKAUFTE PRODUKTE

SHINE BROWN SHINE BROWN SHINE BROWN ALOEVERAGEL

SHINE BROWN SHINE BROWN

SHINE BROWN SHINE BROWN

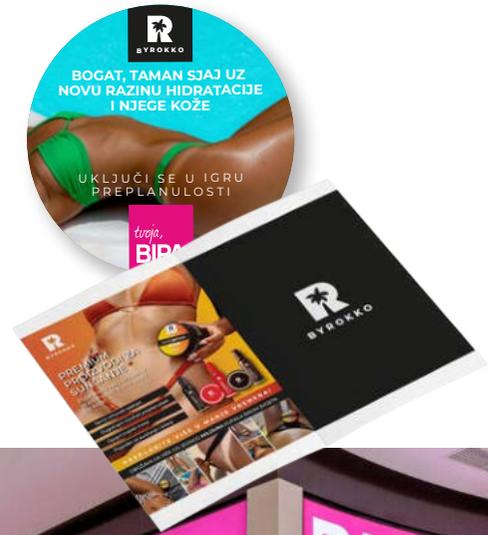
BYROKKO       **KAUFMANN**
www.kaufmann-neuhofen.com



OUR RETAIL NETWORK



OUR RETAIL NETWORK



OUR RETAIL NETWORK - Shelf display designs



OUR RETAIL NETWORK - Design concepts



CUSTOMERSCORE

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With hundreds of thousands of testimonials and five global magazine approvals under our belt, our products speak for themselves.

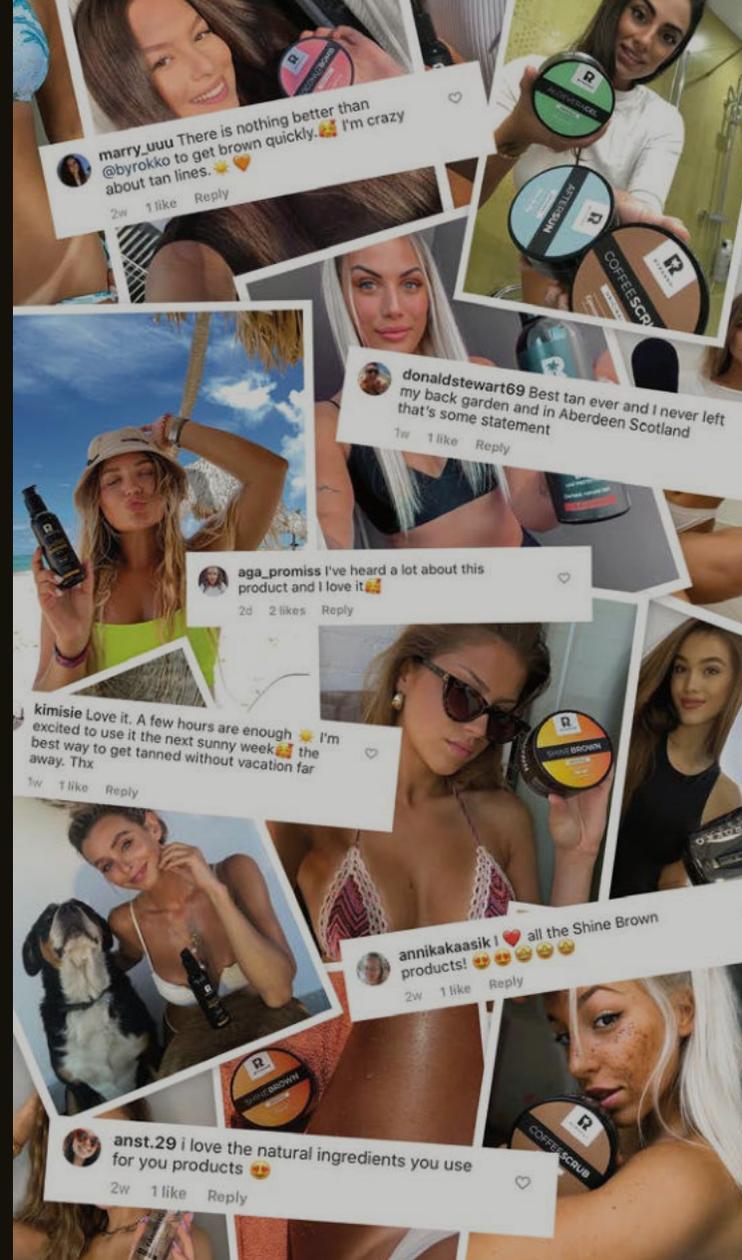
Forbes

Women's Health

ELLE

COSMOPOLITAN

VOGUE



Aug. 30, 2021, 10:30am EDT | 399 views

ByRokko Is Giving Fashion Models The Most Golden Tan Of The Summer



ByRokko tanning products. ©/iStock

People this summer are taking care of their skin more than ever—with SPF, skin care and cosmetic procedures being top of mind—but that doesn't mean there isn't a guilt-free way to get that beach glow everyone is craving.

ByRokko, the company founded by power couple Anita Reple and Rok Štifter, has recently gained traction among models and influencers for its silky creams, mists and oils, which promise to give one the most golden tan of the summer.

The founders met when they were students at the School of Economics and Business at the University of Ljubljana, in Slovenia. They come up with the idea of ByRokko for a homework assignment for their entrepreneurship class in 2017—and four years later, here they are, running a global brand.



ByRokko Founders Anita Reple and Rok Štifter. ©/iStock

Their first and bestselling product is the Shine Brown, a "tanning accelerator" made from 100% natural ingredients, including various organic oils.

"This market was not very well known in Slovenia and Europe, and there weren't many products on the market that fit the criteria," Štifter said. "I come from a family who has an oil refinery, so it truly was a no-brainer."

Because the founders were familiar with oil production, they decided to create every ingredient in their first batch of products from scratch. That is how they made their walnut oil, which they paired with cacao butter and extra virgin olive oil to make their now-signature golden mixture.

Customers instantly loved the fact that these tanning products were homemade and entirely natural, vegan and cruelty-free, so the business began expanding quickly, and to the founders' excitement, by 2018 they could no longer keep up with the demand on their own.

Their current team consists of 30 people, and though the products are now made in a factory in Slovenia, Reple and Štifter said the recipes and ingredients have remained exactly the same.



ByRokko Shine Brown. ©/iStock

In 2019, after selling out of every product they had, the founders added six new products, reworked their packaging and online presence and perfected their formulas.

By then, the brand had already caught the eyes of thousands of European influencers, fashion stars and models, including Veronica Bielik, Jey Roher, Natalia Barulich and Chiara B, who are, to date, ByRokko's key customers, as they often need tanned looks for their photoshoots.

"Any fashionista out there understands the importance of nourished, glowing skin and swears by their skin care routine, including their way of tanning," the founders said. "Shine Brown's secret ingredients deliver that jaw-dropping, golden glow that goes great with every outfit."

This is the brand's third summer collaborating with Guess model Anet Mišáková, and their second summer working with Nadine Mirada, who has also modeled for Guess. They've also collaborated with fashion model Natalia Barulich, who has a global presence featured in GQ, Elle Bulgaria, Glamour Bulgaria, L'Officiel India and Harper's Bazaar. Model Jay Roher, who appeared as the face of Boohoo and Misguided, also joined the brand on a fun campaign photoshoot in Croatia in 2020.



ByRokko Shine Brown. ©/iStock

This year, the company's sales figures show they have about 1 million users spread out across 50 countries, in Europe and North America. They have also seen a significant uptick in the United States, especially in Miami, as the founders said their products relate to the Sunshine State's overall "vibe."

ByRokko now has 14 products in the market. In addition to their Shine Brown cream, they also have a tanning oil for an extra boost, aloe vera gel, after sun cream, self-tanning mist, a selection of scrubs, and a "Bye Bye" tan to get rid of uneven fades. And every order that includes a can of Shine Brown comes with a free aloe vera mixture.

Reple and Štifter are not ignorant to the dangers of sun exposure, on the contrary, they said their tanning accelerator products are aimed to help make the skin appear richer and more golden after less time in the sun; therefore, customers no longer have to spend hours being exposed to UV radiation just to get the perfect tan.

"Our market advantage is that our product contains quality ingredients that your skin actually loves. Our original, effective mixtures of the finest natural oils are renowned for their amazing scent and mostly for the results they bring," they said.





BYRROKKO

OUR PRODUCTS

Made in Europe, vegan and cruelty-free. Being conscious about our products containing naturally derived ingredients, we can proudly claim that they are suitable for all skin types. We are specialized in tanning, however we additionally run a self-care line which offers quality skin care and hair care products.





SUNCARELINE

Our sun-care products made us famous. They are perfected down to the last detail so you can achieve amazing tanning results.

We made the first mark on the tanning world in 2017 with our Shine Brown cream. This tanning rockstar has provided a darker and quicker tan to 2M+ babes. Our ingredients are simple, yet extremely effective. We never use harmful chemicals, but are mindful of sourcing the best natural tanning agents and constantly perfecting our formulas. Last year we added SPF line which is getting new extension this year.

BETA CAROTENE TANNING INNOVATION 2024



Beta Carotene Maximiser
Premium Tanning Cream



Beta Carotene After Sun
Cooling Gel



Beta Carotene Gummy Bears
Tanning Gummies



Beta Carotene Oil
Tanning Oil



Beta Carotene BUNDLE



SPF 30 Tropical Coconut Lip Oil
Premium Sun Protection Lip Oil



Shine Brown
Premium Tanning Cream



Shine Brown Oil
XXL Tan Boosting Oil



After Sun
Tan Preserving Cream



Aloe Vera Gel
After-Tanning Cooling Gel



BYROKKO SPF 25 & SPF 30
Sun Protection Body (25) & Face (30) Cream



Shine Brown Oil SPF 6
Sun Protection Tan-Boosting Oil



2-Phase Spray
Shine Brown Tanning Spray



2-Phase Spray
Aloe Vera Cooling Spray

WATERMELONLINE



Watermelon Shine Brown
Premium Tanning Cream



Watermelon Shine Brown Oil
XXL Tan Boosting Oil



2-Phase Spray
Watermelon Tanning Spray

CHOCOLATELINE



Chocolate Shine Brown
Premium Tanning Cream



Chocolate Shine Brown Oil
XXL Tan Boosting Oil



Chocolate Shine Brown Bronze
Premium Tanning Cream



Chocolate Shine Brown SPF 6
Premium Tanning Cream

TROPICALLINE



Tropical Shine Brown
Premium Tanning Cream



Tropical Shine Brown Oil
XXL Tan Boosting Oil



SELF-TAN-LINE

Our self-tan products will help you achieve the tan you desire without sunshine or a sunbed. Tanning your face and body is easy with the help of an innovative gradual tanning formula.

We launched our self-tan-line in October 2020 to help our costumers stay tanned all year round. It currently consists of three different products, which we also sell in a bundle. They all deliver an even, natural looking tan. Our users also pointed out how much they love the non-artificial smell, which is rare in such products.



Tanning Mist
Gradual Self-Tanning Water



Tan Mousse
Self-Tanning Mousse



Tan Keeper
Gradual tanning Moisturizer



Strawberry Tanning Mist
Gradual Self-Tanning Water



HAIRLINE

Most hair-care products consist of a lot of scents and harmful chemicals, but BYROKKO's products include only high-quality and premium ingredients. Let us tell you, this stuff works, smells great and improves the appearance and feel of all hair types.

New and upgraded BYROKKO's coconut bomb formula is in order to promote longer, fuller and healthier hair. The formula is fueled by components like coconut oil, which stimulates hair development by providing vitamins and vital fatty acids to your scalp. Mango butter prevents breakage, strengthens hair follicles, and minimizes hair loss. Shea butter moisturises your hair from the roots to the tips like magic. Silk proteins will improve your hair's flexibility and protection. Pro-Vitamin B5 nourishes your scalp and seals in moisture.



Coconut Bomb
Nourishing Hair Mask



Coconut Bomb Shampoo
Ultra-Nourishing Shampoo



Coconut Bomb Conditioner
Nourishing Weightless Conditioner



Coconut Bomb Hair Gummies
Biotin gummies



Coconut Bomb Hair Oil
Miracle Hair oil



SELF-CARE LINE

Our self care products were created out of a wish to provide even more quality products that perfectly round up the sun care and self tan line. They were designed to nurture your skin and hair for a complete at-home pampering experience.

The range includes masks, scrubs, creams and oils, made with natural ingredients of the highest quality. Each product complements your tanning routine wonderfully by prepping your skin or providing aftercare and helping you achieve beautiful skin and reach your ultimate tan.



Coffee Scrub
Premium Coffee Scrub



Shine Bronze
Dry Nurturing Bronze Oil



NEW Berry Bliss
Fragrance Mist

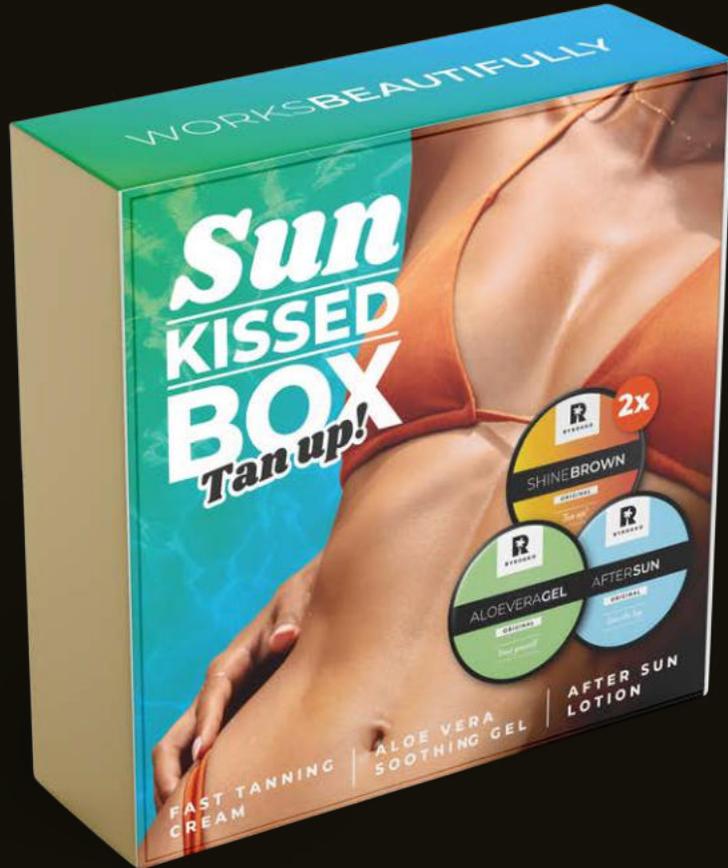


NEW Caramel Sunset
Fragrance Mist



NEW Vanilla Delight
Fragrance Mist

OUR TOP BUNDLES



THANKYOU

