



BYROKKO

BRANDBOOK



BYROKKO

OURMISSION

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.

OURBRAND

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.

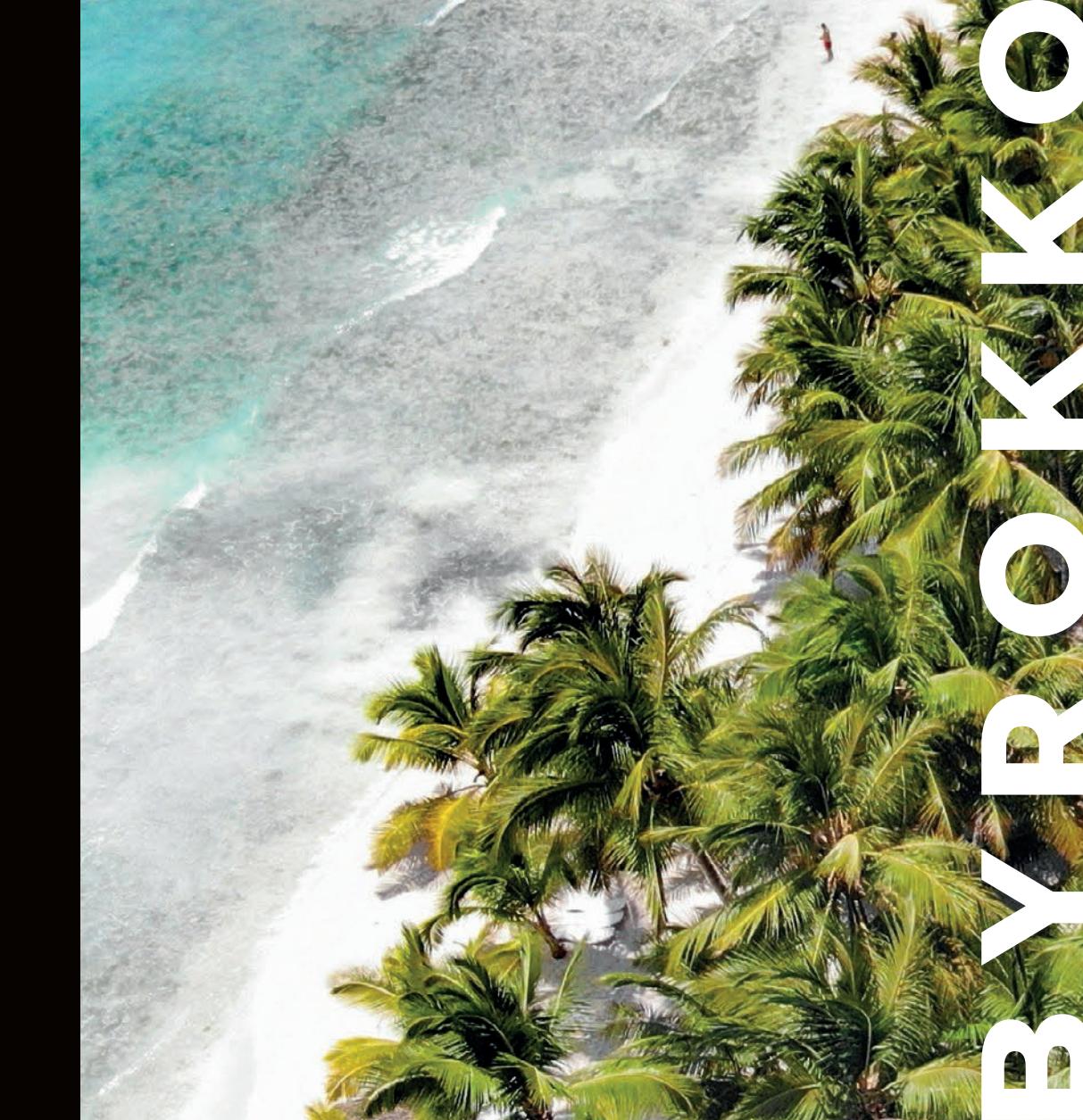
OUR CORE VALUES

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.



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

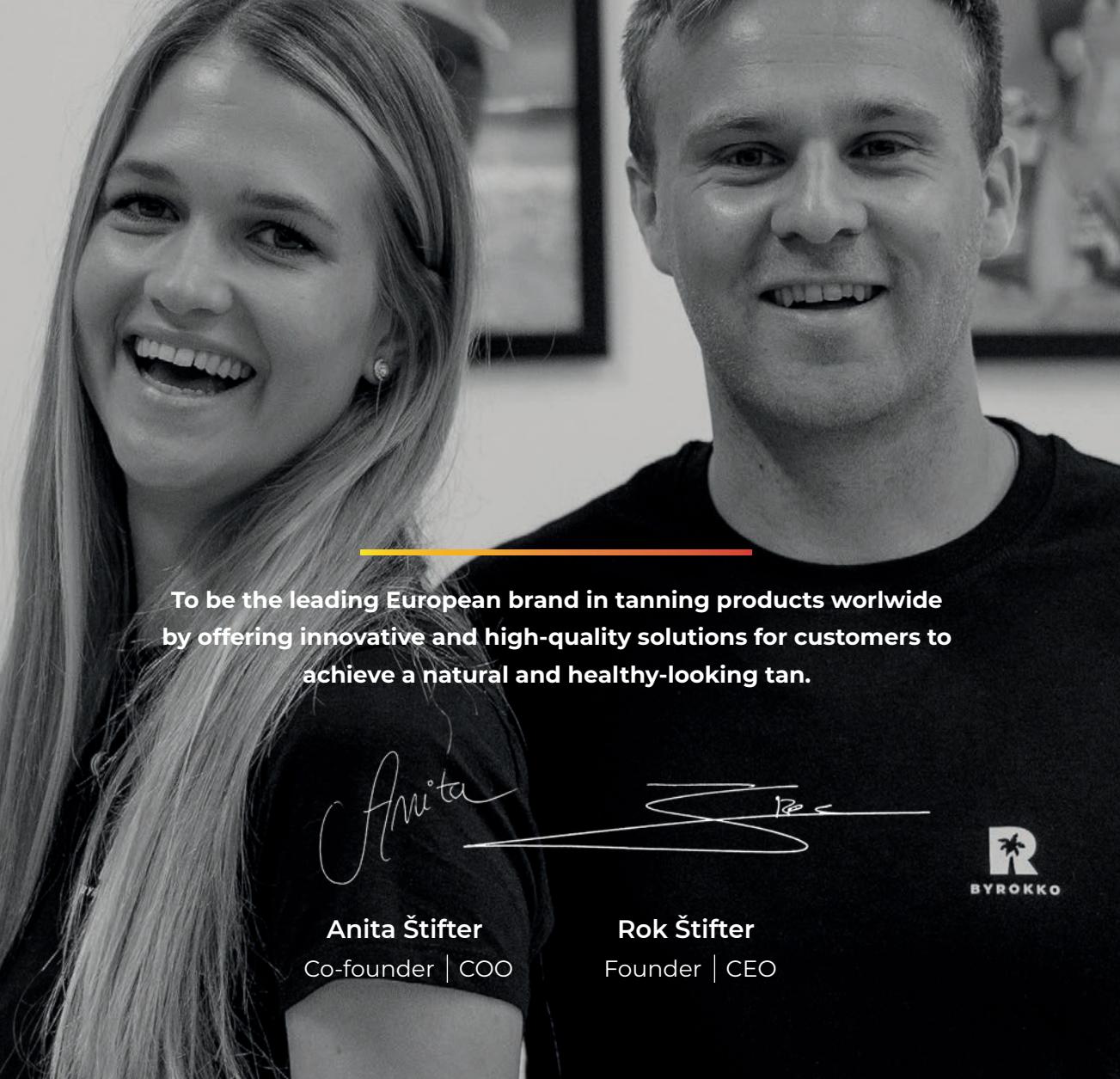
All of our products are vegan and cruelty free. We love animals and cannot stress enough that we are strictly against animal testing.

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.



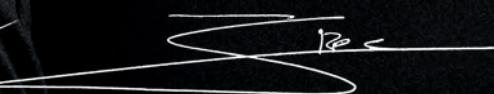
OUR VISION



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



OUR STORY

2017



2018



2019



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.

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.

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



2021



2022



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.

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.

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.

OUR STORY

2023



2024



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 :)

New packaging, new products, new markets

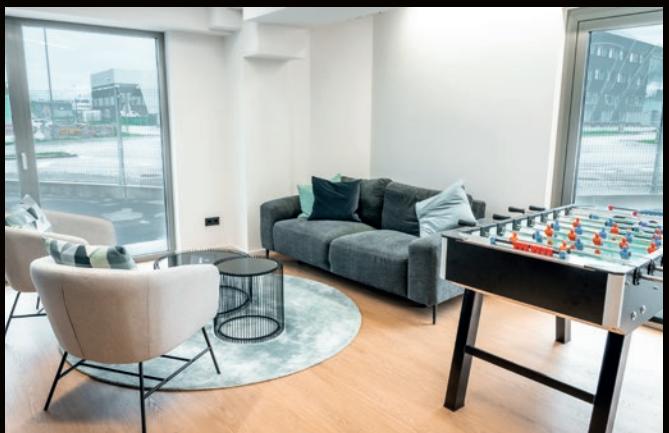
2024 has been a groundbreaking year for BYROKKO, marked by the launch of our new custom packaging.

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.

OUR NEW PLACE





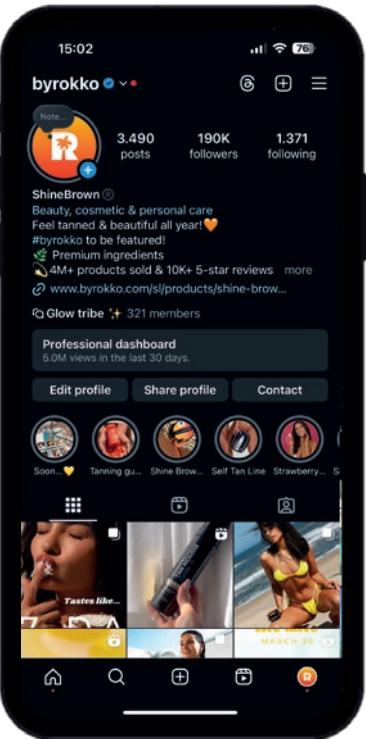
BYROKKO

OUR COMMUNITY

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



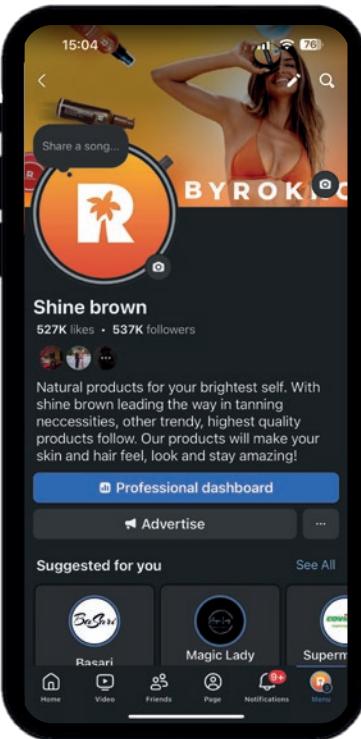
@byrokko



INSTAGRAM



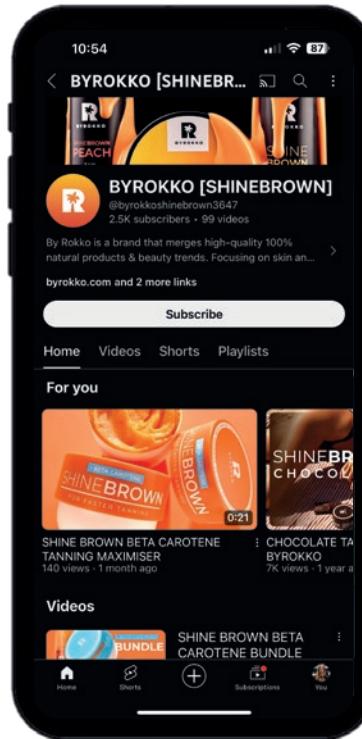
@shinebrown



FACEBOOK



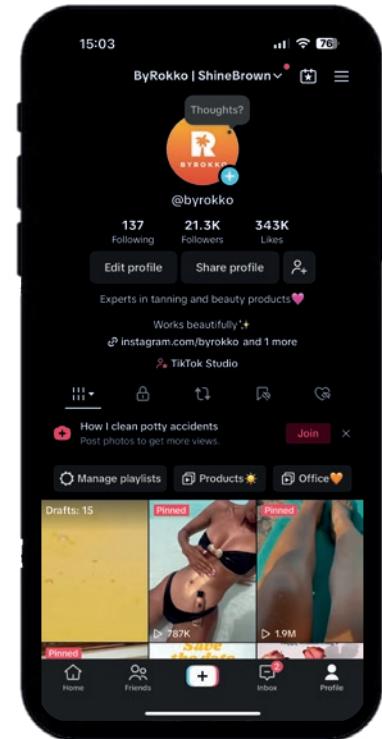
@byrokko



YOUTUBE



@byrokko



TIKTOK

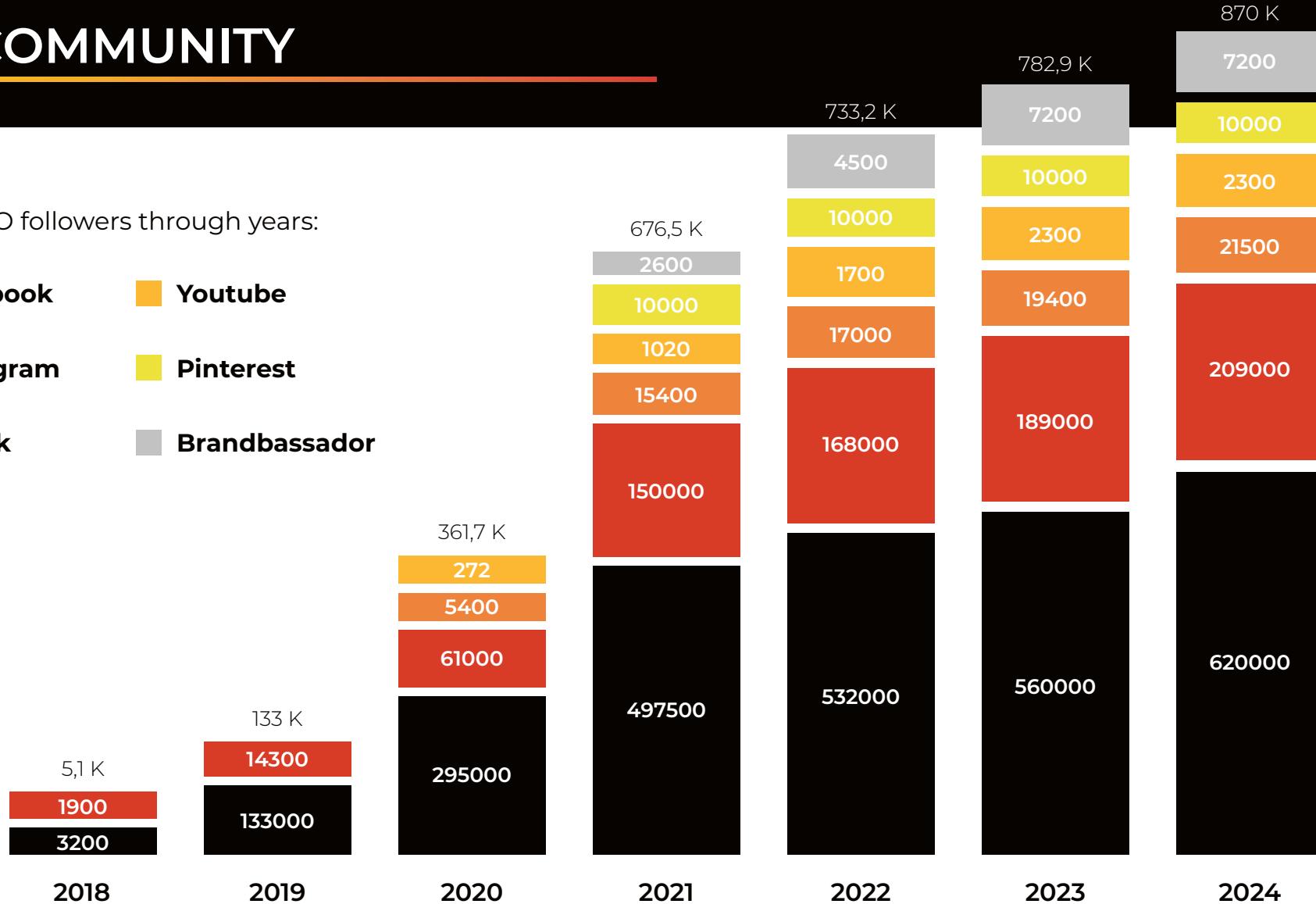
OUR COMMUNITY

BYROKKO followers through years:

█ Facebook █ Youtube

█ Instagram █ Pinterest

█ TikTok █ Brandbassador



OURAMBASSADORS



francescafarago
Francesca Farago

6.2M followers



natalia
Natalia Barulich

4.1M followers



luciia
Lucia Lachkovič Javorčeková

3.8M followers



veronicabielik
Veronica Bielik

3.7M followers



cindyprado
Cindy Prado

2.8M followers

OURAMBASSADORS



katharinanahlik ✅
Katharina Nahlik

1.7M followers



itsdoina ✅
Doina Barbaneagra

1.6M followers



desireeschlotz ✅
Desiree Schlotz

1.3M followers



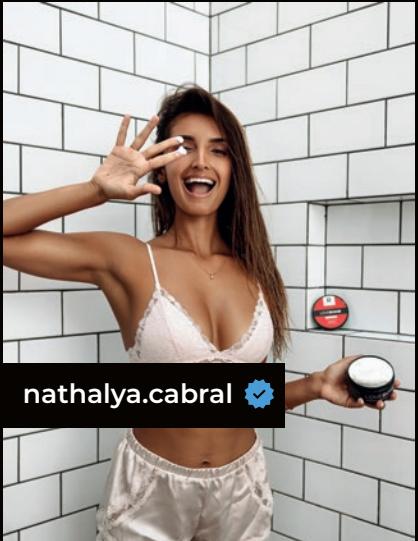
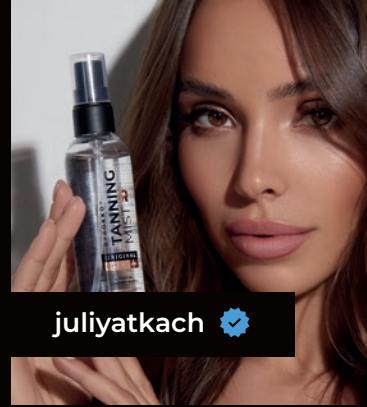
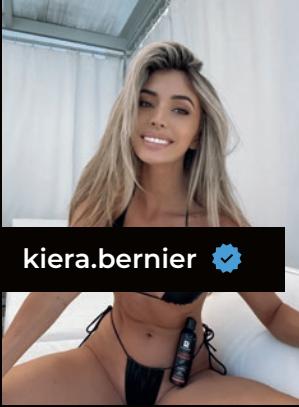
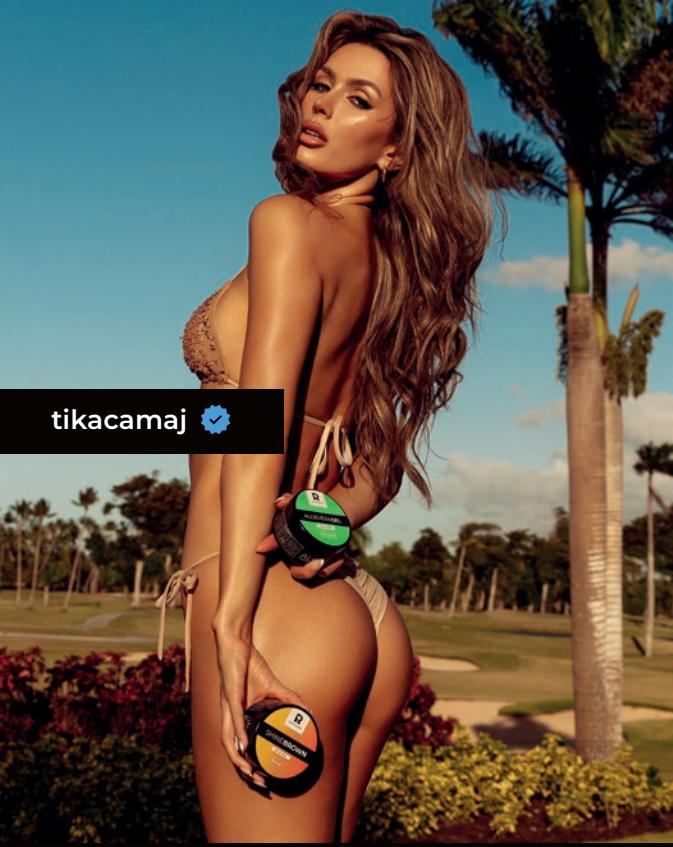
celestebrightt ✅
Celeste bright

1.2M followers

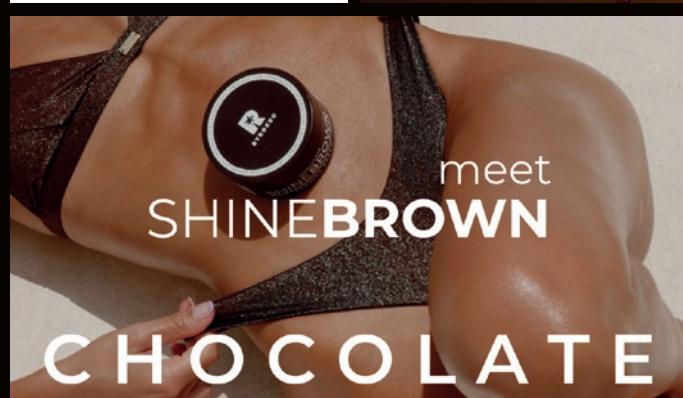


anetmlcakOva ✅
Anet Mlcakova

1.1M followers



OUR CAMPAIGNS



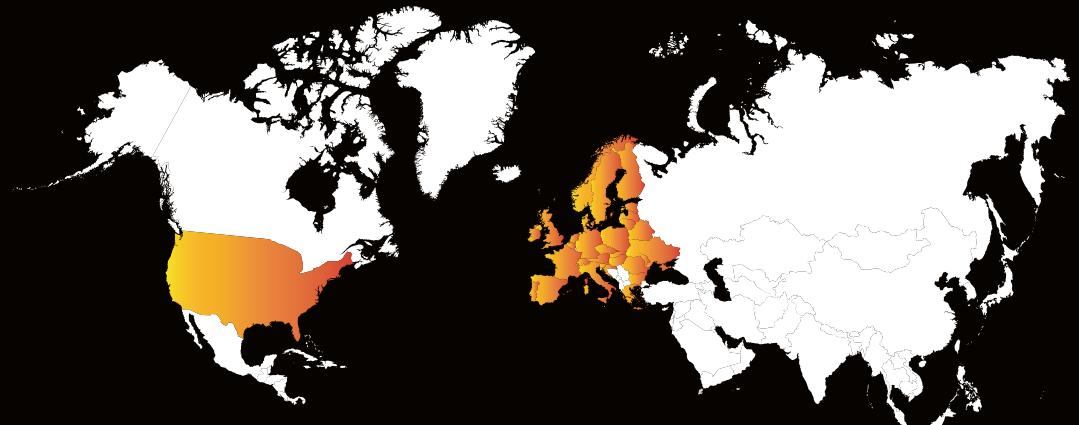
OUR CAMPAIGNS





BY ROKKO

OUR MARKETS



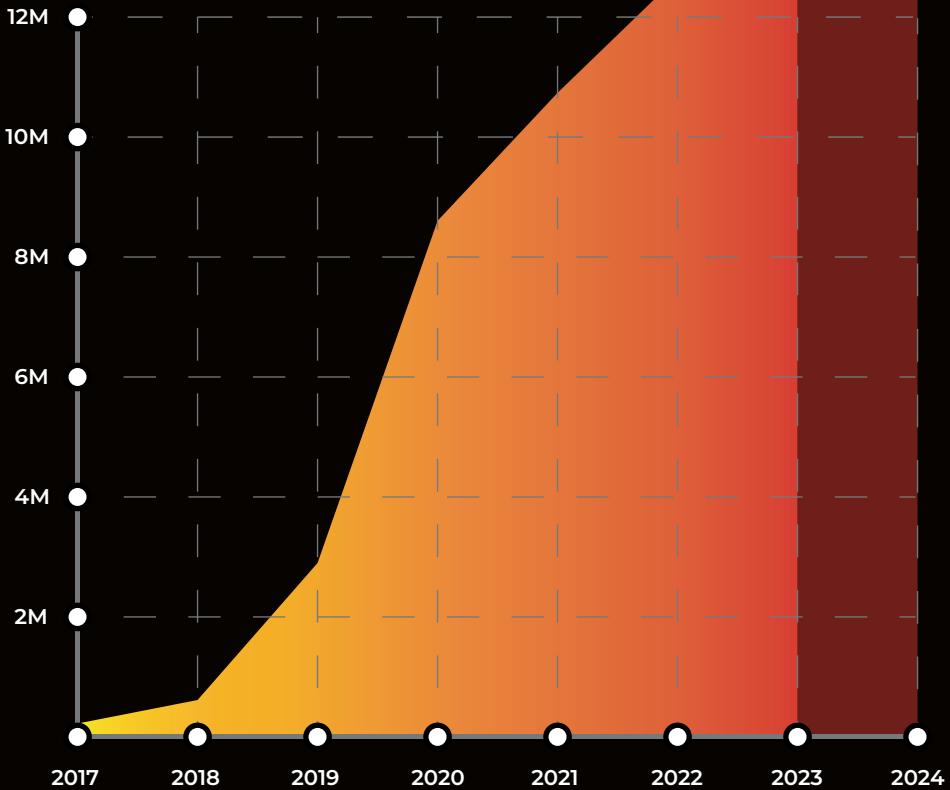
GOING GLOBAL

4M + PRODUCTS SOLD WORLDWIDE

30+ countries

2 continents

Revenue in EURO through years



OUR MARKETPLACES



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

The image shows a screenshot of the Amazon Best Sellers page for the category 'Tan Enhancers & Accelerators'. The page title is 'Amazon Best Sellers' with the subtitle 'Our most popular products based on sales. Updated frequently.' The main heading for this category is 'Best Sellers in Tan Enhancers & Accelerators'. The top product listed is 'BYROKKO Shine Brown Sunbed Tanning Accelerator' (270 ml), which is highlighted as the #1 best seller. Other products listed include 'Australian Gold Dark Tanning Accelerator' (250ml), 'Prol Tan Incredible Black Ultra Powerful '6X' Double Dark Bronzing Lotion' (250ml), 'Power Tan Non-Stop Black (DHA Free) Hybrid UV Sunbed Tanning Accelerator Lotion' (250ml), 'Gentian Intensive Tanning Gel' (150 ml), 'BYROKKO Shine Brown Premium Oil Tan Accelerator Oil' (250ml), 'Calypso Original Creme Oil' (200ml), 'Suan Tan Supre Go To Black Dark Maximizer' (12 Oz), 'HAWAIIAN TROPIC - Protective Dry Oil Continuous Spray SPF 30' (180ml), 'Premium Tan Accelerator Creme' (250 ml), 'Pro Tan Hot Tingle Hot Action Dark Tanning Lotion' (250 ml), and 'BYROKKO Shine Brown Two-Phase Super Tanning Spray' (100 ml). The page also features sections for 'Most Wished For' and 'Most Gifted' products in this category.

BYROKKO Amazon website:

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

Beauty > Skin Care > Sun Care & Tanning > Tan Enhancers & Accelerators

BYROKKO Shine Brown Sunbed Tanning Accelerator 210 ml, Fast Bronzing Sunbed Cream Effective in Sunbeds & Outdoor Sun for Deep Natural Tan, Long-Lasting Hydrating Formula with Natural Oils

Visit the BYROKKO Store 4.2 17,093 ratings | Search this page

Amazon's Choice for "shine brown"

24* bought in past month

EUR 18⁹⁵ (EUR 9,04/100ml)

Save 5% on any 4 Qualifying items | Terms

Size Name: 210 ml (Pack of 1)

210 ml (Pack of 1)
2 options from: £16.00 (£14.27/100ml)

210 ml (Pack of 2)
2 options from: £29.98

Item form: Cream
Skin type: All
Material Type Free: Paraben Free
Brand: BYROKKO
Product benefits: More natural, intense and long-lasting brown. Quick results. Nourishes and hydrates the skin. Natural golden glow

Roll over image to zoom in.

amazon

£16.00 (EUR 8.62/100 ml)
£8.30 delivery Tuesday, 18 March. Details
Deliver to Slovenia

Quantity: 1 Add to basket Buy Now

Dispatches from Amazon Sold by The Home M/J Returns Returnable within 30 days of receipt Payment Secure transaction

Add gift options Add to List

Other sellers on Amazon New (3) from £16.00

GATINEAU
Tan Accelerating Lumipeel Face Serum (50ml) - by Gatineau... 3.9 54 £49.00 prime

BYROKKO

At BYROKKO, we have been obsessed with bronze summer skin and inspired by natural cosmetics. We want to share the knowledge of great tanning and produce high-quality cosmetics to help our customers feel confident, beautiful and satisfied with the results.

Premium tan-boosting cream
Achieve a natural, darker & long-lasting tan with less exposure to the sun or sunbed.

- ✓ No chemical nasties
- ✓ Famous Shine Brown scent
- ✓ Fast absorbing & stain-free application

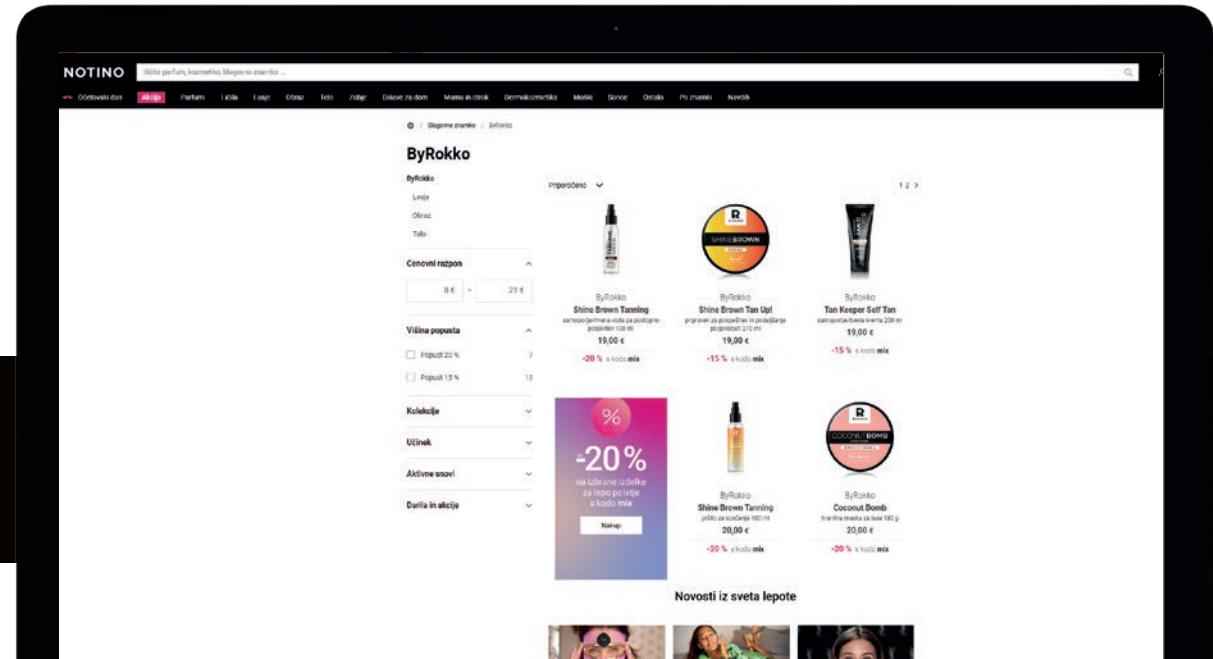
Get more tan in less time

- Top quality ingredients only
- Boosts your natural tan
- Long lasting results
- Delicious tropical smell

Get the most out of your tanning experience,
every time you decide to sunbathe or visit a tanning salon.

OUR MARKETPLACES

NOTINO



The screenshot shows a product page for ByRokko skincare on the NOTINO website. The page features a sidebar with filters for 'Preporučeno', 'Cenovni razpon' (price range from 8 € to 21 €), 'Vidljiva popusta' (visible discounts), 'Kolekcija' (collection), 'Učink' (effect), 'Aktivne snovi' (active ingredients), and 'Dodata in akciji' (added in promotion). The main content area displays several ByRokko products: 'Shine Brown Tanning' (100 ml, 19.00 €, -20% with code mix), 'Shine Brown Tan Up!' (100 ml, 19.00 €, -15% with code mix), 'Tan Keeper Self Tan' (200 ml, 19.00 €, -15% with code mix), 'Shine Brown Bomb' (100 ml, 20.00 €, -20% with code mix), and 'Coconut Bomb' (100 g, 20.00 €, -20% with code mix). A promotional banner for a 20% discount on selected items with the code 'mix' is also visible. At the bottom, there are three small images of women applying makeup.

OUR RETAIL NETWORK



OUR RETAIL NETWORK



ROSSMANN



OUR RETAIL NETWORK



CUSTOMER SCORE

4,8 / 5



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

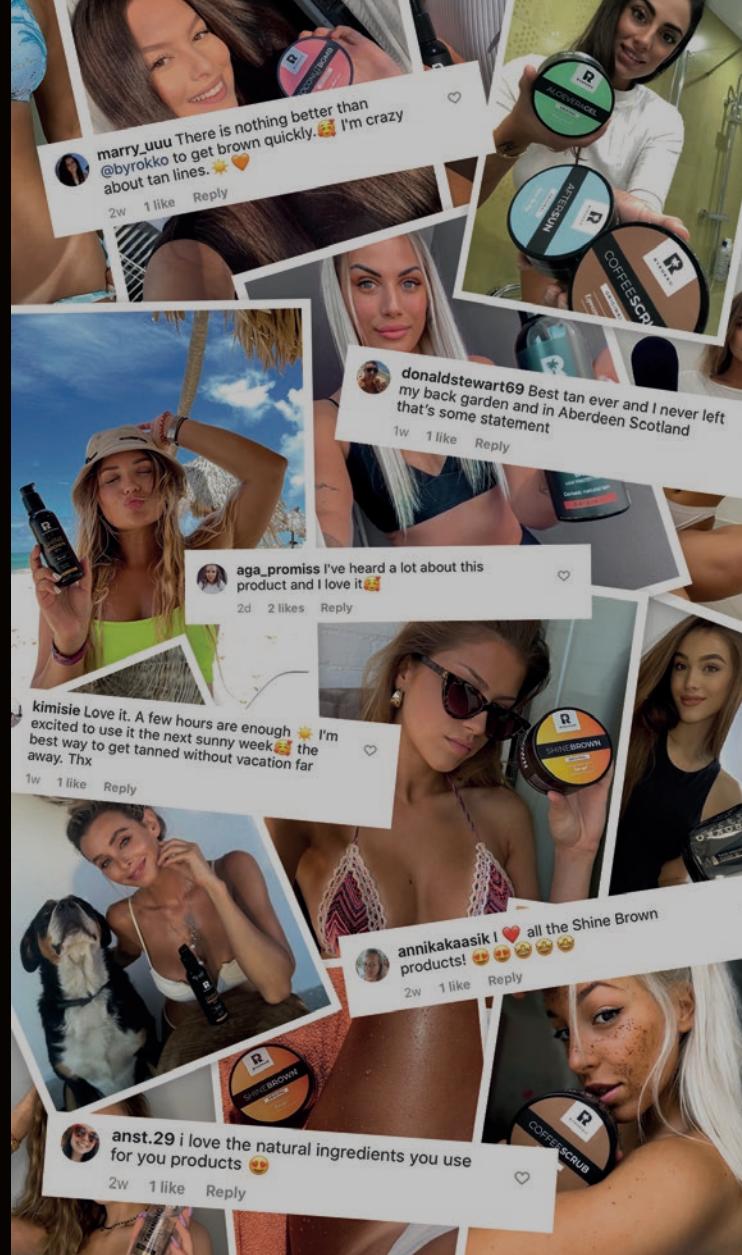
Forbes

Women's Health

ELLE

COSMOPOLITAN

VOGUE



Aug 28, 2020, 07:16am EDT | 717 views

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



ByRokko tanning products. BYROKKO

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 Repše 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 came 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 Repše and Rok Štifter. BYROKKO

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, Repše and Štifter said the recipes and ingredients have remained exactly the same.



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, Jay Roher, Natalia Barulich and Chiara B., who are, to date, ByRokko's key customers, as they often need tanned looks for their photo shoots.

"Any influencer 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 Mláčková, 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 Missguided, also joined the brand on a fun campaign photoshoot in Croatia in 2020.



ByRokko Shine Brown. BYROKKO

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.

Repše 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.





BY ROKKO

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.





BYROKKO

SUN CARE

**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

NEW
COMING IN
2025



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

WATERMELON LINE



Watermelon Shine Brown
Premium Tanning Cream



Watermelon Shine Brown Oil
XXL Tan Boosting Oil



2-Phase Spray
Watermelon Tanning Spray

CHOCOLATE LINE



Chocolate Shine Brown



Chocolate Shine Brown Oil



Chocolate Shine Brown Bronze

Premium Tanning Cream



Chocolate Shine Brown SPF 6

TROPICALLINE



Tropical Shine Brown

Premium Tanning Cream



Tropical Shine Brown 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



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 Oil
Miracle Hair oil



BY ROKKO SKINCARE 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



Body Lotion

Natural-Based Body Moisturizer



Shine Bronze

Dry Nurturing Bronze Oil



NEW
COMING IN
2025



NEW
COMING IN
2025



NEW
COMING IN
2025

NEW Berry Bliss
Fragrance Mist

NEW Caramel Sunset
Fragrance Mist

NEW Vanilla Delight
Fragrance Mist

THANK YOU

