

THE NEW GENERATION OF HAIR SERUM

PREMIUM SWEDISH HAIR CARE





MEET YOUR HAIR'S NEW DAILY RITUAL

ÉLYSTRA Sweden is a premium Swedish hair-care brand bringing a new ritual to everyday hair serum: targeted formulas in convenient, single-dose capsules.

Our six colour-coded serums address distinct hair concerns, from dryness and frizz to dullness and damage. Each combines carefully selected oils and cosmetic actives with a distinctive fragrance and an easy-to-use format.

Twist, squeeze and apply. A measured portion of serum, ready when you need it.

THE COMPANY BEHIND THE RITUAL



ÉLYSTRA is a beauty brand from MHV Stockholm AB, a Swedish company with a clear ambition: to develop thoughtful beauty products around real consumer needs.

The idea behind ÉLYSTRA is simple: choosing and applying hair serum should feel as considered as the formula itself. Targeted care, a measured portion and an intuitive ritual come together in one distinctive format.

Our first collection brings that thinking to six hair serums. Our longer-term ambition is to apply the same approach to additional beauty products, combining purposeful formulation, ease of use and Scandinavian design.

OUR MISSION

To make premium hair care easier to choose, simpler to use and a pleasure to repeat

OUR VISION

To build a Swedish beauty brand recognised for thoughtful products that address everyday needs through purposeful formulas, intuitive formats and considered design



OUR VALUES

We create every product around four principles:

INNOVATION

Rethinking how everyday beauty products are delivered and used

SIMPLICITY

Clear product choices and an effortless application ritual

PERFORMANCE

Formulas developed around specific hair concerns

DESIGN

A distinctive Scandinavian aesthetic, from capsule to shelf

WHO WE CREATE FOR



ÉLYSTRA is designed for beauty-conscious consumers who want targeted hair care, a premium sensory experience and a straightforward routine

TARGETED CARE

For consumers looking to address dryness, frizz, dullness or the visible effects of damage

EFFORTLESS ROUTINES

For those who value convenient products that fit into daily life, travel and care on the go

BEAUTY AS A RITUAL

For those who care about how a product feels, smells and looks, alongside the result it delivers



WHY CAPSULES?

A measured portion of serum in a compact format, ready to open and apply

MEASURED PORTIONS

A consistent starting amount, adjusted to your hair's length, thickness and needs

SIMPLE TO USE

Twist open, squeeze into your palms and distribute through the hair

CONTROLLED DISPENSING

A portioned format helps limit accidental overpouring

FRESH UNTIL USE

Each portion remains sealed until you choose to open it.

EASY TO PACK

Take the number of capsules you need for a trip or an overnight stay

DISTINCTIVE BY DESIGN

Colour-coded capsules make the collection recognisable on the shelf and in your routine



SIX FORMULAS ONE COMPLETE SYSTEM

Six colour-coded serums, each with a clear role in the routine. Choose by your primary hair concern and the finish you want



SMOOTH FRIZZ CONTROL & SOFTNESS



REPAIR HEAT & COLOUR DAMAGED LENGTHS



SHINE DULLNESS & GLOSS



PROTECT WEAK & BRITTLE HAIR



VITALITY SUPPLENESS & ELASTICITY



MOISTURE DRYNESS & CONDITIONING



HAIR SERUM

SMOOTH

SILK EFFECT FOR FRIZZ-PRONE HAIR

Helps improve smoothness, manageability and a silky-looking finish.

Softens dry strands and smooths visible frizz

BEST FOR

Frizz-prone hair that feels rough or difficult to smooth

KEY ACTIVES

Argan Oil | Aloe Vera

A SMOOTHING SERUM THAT LEAVES HAIR FEELING SILKY-SOFT AND LOOKING POLISHED, WITH A LIGHTWEIGHT FINISH

30 SINGLE-DOSE CAPSULES

FRAGRANCE REF. NO 09



HAIR SERUM

MOISTURE

DEEP HYDRATION FOR DRY HAIR

Helps hydrate dry hair and improve softness, comfort and texture.

Conditions thirsty lengths for a softer, more supple feel

BEST FOR

Very dry, porous hair that needs richer conditioning

KEY ACTIVES

Hyaluronic Acid | Ceramide NP

A MOISTURE-FOCUSED SERUM DESIGNED TO IMPROVE THE FEEL OF DRY LENGTHS, LEAVING HAIR SOFTER, SMOOTHER AND MORE MANAGEABLE

30 SINGLE-DOSE CAPSULES

FRAGRANCE REF. NO 14



HAIR SERUM

PROTECT

DAILY DEFENSE FOR STRONGER-LOOKING HAIR

Helps maintain the look and feel of stronger, more resilient hair.

Conditions fragile strands for a softer, more resilient feel

BEST FOR

Weak, brittle hair prone to everyday wear

KEY ACTIVES

Akosky™ Azuki | Pro-vitamin B5

A CONDITIONING SERUM FOR FRAGILE HAIR, DESIGNED TO IMPROVE
MANAGEABILITY AND LEAVE STRANDS FEELING SUPPLE AND CARED FOR

30 SINGLE-DOSE CAPSULES

FRAGRANCE REF. NO 24



HAIR SERUM

REPAIR

INTENSIVE CARE FOR DAMAGED HAIR

Helps strengthen the look and feel of stressed hair.

Improves the look and feel of heat- and colour-damaged lengths

BEST FOR

Colour-treated or frequently heat-styled hair with rough, dry ends

KEY ACTIVES

Sodium PCA | Vitamin E

A RESTORATIVE SERUM THAT SOFTENS PROCESSED LENGTHS AND SMOOTHS THE APPEARANCE OF DAMAGE FOR A MORE POLISHED FINISH

30 SINGLE-DOSE CAPSULES

FRAGRANCE REF. NO 13



HAIR SERUM

SHINE

LUMINOUS FINISH FOR DULL HAIR

Enhances visible shine and leaves hair looking smooth and polished.

Adds gloss for a luminous, polished finish

BEST FOR

Dull hair that lacks shine

KEY ACTIVES

Pro-vitamin B5 | Coconut-derived Oil

A LIGHTWEIGHT FINISHING SERUM THAT SMOOTHS THE HAIR'S SURFACE AND ENHANCES LIGHT REFLECTION FOR A GLOSSY, HEALTHY-LOOKING APPEARANCE

30 SINGLE-DOSE CAPSULES

FRAGRANCE REF. NO 07



HAIR SERUM

VITALITY

REVITALIZING CARE FOR TIRED HAIR

Helps revive the appearance of dull-looking hair for a healthier-looking finish.

Restores softness and a supple, flexible feel

BEST FOR

Hair that feels dry, stiff or less elastic

KEY ACTIVES

Macadamia Oil | Oat Oil

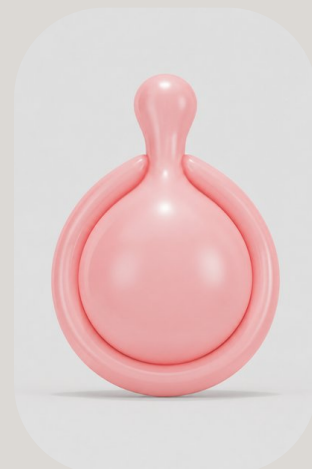
A NOURISHING SERUM WITH MACADAMIA AND OAT OILS, DESIGNED TO LEAVE DRY STRANDS FEELING SOFTER, MORE FLEXIBLE AND REVITALISED

30 SINGLE-DOSE CAPSULES

FRAGRANCE REF. NO 16

A SIGNATURE SCENT FOR EVERY FORMULA

Developed in collaboration with a perfume house in Grasse, France, our six fragrances bring a distinctive sensory character to the ÉLYSTRA ritual



SMOOTH

NO. 09

TOP NOTES: SMOKY, BLACK VANILLA

HEART NOTES: MUSKY

BASE NOTES: ORIENTAL, WOODY

A DARK, SMOKY VANILLA SCENT WITH A SOFT MUSKY HEART AND A WARM ORIENTAL-WOODY FINISH



MOISTURE

NO. 14

TOP NOTES: FLORAL

HEART NOTES: VANILLA & AMBERY

BASE NOTES: GOURMAND

A SOFT FLORAL GOURMAND WITH A CREAMY VANILLA-AMBER HEART AND A SWEET, COMFORTING FINISH



PROTECT

NO. 24

TOP NOTES: CARDAMOM, ROSE, SANDALWOOD

HEART NOTES: MYRTLE, JASMINE, WHITE FLORAL

BASE NOTES: SANDALWOOD, AMBER, VANILLA

AN ELEGANT SPICY-FLORAL OPENING, SOFTENED BY WHITE FLORALS AND A WARM SANDALWOOD, AMBER AND VANILLA BASE



REPAIR

NO. 13

TOP NOTES: TAIF ROSE & PEONY

HEART NOTES: CLOVE, AMBER, NUTTY & MILK

BASE NOTES: VANILLA, PRALINE & AGARWOOD

A RICH ROSE-AND-PEONY FRAGRANCE WITH WARM CLOVE, CREAMY NUTTY FACETS AND A DEEP VANILLA-PRALINE-AGARWOOD BASE



SHINE

NO. 07

TOP NOTES: ORIENTAL, FLORAL

HEART NOTES: VANILLA, GOURMAND

BASE NOTES: MUSKY, WOOD

AN ORIENTAL-FLORAL FRAGRANCE WITH A VANILLA-GOURMAND HEART AND A SOFT MUSKY-WOODY BASE



VITALITY

NO. 16

TOP NOTES: WARM SWEETNESS, OUD

HEART NOTES: BURNED LEATHER, CEDARWOOD, BLACK OAK

BASE NOTES: MOSS, VANILLA, WHITE MUSK

A BOLD, WARM SCENT BLENDING OUD AND SMOKED LEATHER WITH CEDARWOOD, BLACK OAK, MOSS, VANILLA AND WHITE MUSK

THE TWIST-OFF CAPSULE SYSTEM

ÉLYSTRA serums come in distinctive twist-off capsules made from a plastic-free, biodegradable material

Capsule material claims are based on supplier technical specifications.

Each sealed capsule helps protect the formula from air exposure until opened, offering a simple, convenient hair-care ritual at home or on the go

FILL & ENCAPSULATE

The serum oil is encapsulated into a single-dose twist-off capsule and remains fully enclosed until use.

SEAL & PROTECT

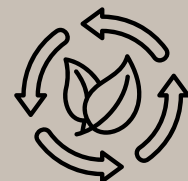
Because the formula stays sealed inside the capsule, the ingredients are not exposed to oxygen before application.

TWIST, SQUEEZE & APPLY

Travel-friendly, fully sealed and easy to carry. Simply twist off, squeeze and apply.



PLASTIC-FREE



BIODEGRADABLE



WATER-DISPERSIBLE



SEALED UNTIL USE



TRAVEL FRIENDLY



PRO TIPS

FOR SHORT OR FINE HAIR:

Use half a capsule on damp hair, then apply the remaining serum to dry hair for extra shine and a polished finish.

FOR A LIGHTER FINISH:

Warm the serum between your palms for 15–30 seconds before applying. This helps it spread more evenly and creates a softer, more lightweight feel.

Applying it directly from the capsule gives a richer, more intensive finish

PROUDLY MADE IN SWEDEN

ÉLYSTRA's serum formulas are developed and blended in Sweden, combining carefully selected oils with targeted cosmetic ingredients

From formula selection to the finished presentation, our focus is a consistent, premium hair-care experience



CAREFULLY SELECTED

Premium oils and purposeful actives are carefully selected to support performance, quality and a refined haircare experience

PREMIUM EXPERIENCE

Distinctive pastel capsules and carefully selected fragrance profiles

GMP & ISO CERTIFIED

Manufactured in a certified facility operating under recognised quality and production standards

Certification documents available on request.

CLEANER FORMULATION

Free from conventional silicones, parabens and sulphates

INGREDIENTS WITH PURPOSE

ÉLYSTRA formulas combine naturally derived oils, targeted actives and carefully selected cosmetic ingredients for a premium hair-care experience

Each formula is cold-blended at carefully controlled temperatures to help preserve the quality of delicate oils and actives

Every ingredient is selected with performance, safety and a thoughtful approach to beauty in mind

NOURISHING OILS

Organic Argan Oil
Organic Jojoba Oil
Organic Macadamia Oil
Organic Oat Oil

TARGETED ACTIVES

Pro-vitamin B5
Sodium Hyaluronate
Ceramide NP
Vitamin E
Aloe Vera
Olive-derived complex
Coconut-derived oil (CCT)

CLEANER FORMULATION

Selected oils are certified organic.
Certain ingredients are non-GMO, including our vitamin E source.
Cold-blended to help preserve ingredient quality.
Free from conventional silicones, parabens and sulphates



NATURALLY
DERIVED OILS



ORGANIC
CERTIFIED OILS*



NON-GMO
INGREDIENTS*



COLD-
BLENDED



MADE IN
SWEDEN



WHY CARRY ÉLYSTRA?



A premium Swedish hair-care collection combining targeted product choices, a distinctive capsule format and a memorable sensory experience

A DISTINCTIVE ADDITION

An alternative serum format that gives customers something new to discover within premium hair care

CLEAR RECOMMENDATIONS

Six colour-coded formulas help staff guide customers by their main hair concern

COMPLEMENTS EXISTING ROUTINES

Serums that sit alongside shampoo, conditioner and styling products already in the customer's basket

COMPACT PRESENTATION

Thirty capsules per jar, with a coordinated design suited to beauty retail, salons and gifting

A DEMONSTRABLE RITUAL

The twist, squeeze and apply sequence offers a clear story for product demonstrations, tutorials and social content

MULTIPLE DISCOVER POINTS

Hair concern, fragrance and format give customers different reasons to explore the collection





PARTNERING WITH ÉLYSTRA

Commercial support for qualified distribution and retail partners.



ÉLYSTRA and Apex support qualified partners with practical tools for launch, sell-through and market development.

PRODUCT & SALES TRAINING

Clear product education, usage guidance and selling points for teams.

MARKETING ASSETS

Product imagery, brand materials and social content for local activation.

LAUNCH SUPPORT

Sampling, launch coordination and practical market-entry support.

REGULATORY DOCUMENTATION

Available product and manufacturing documentation, including GMP & ISO certification.

TERRITORY & CHANNEL PLANNING

Coordination around market priorities, channels and approved positioning.

ONGOING COMMERCIAL COORDINATION

A structured point of contact for partner follow-up and brand development.

Commercial terms, pricing, MOQ and territory availability are provided separately to qualified partners.



CONNECT WITH US

COMMERCIAL & DISTRIBUTION ENQUIRIES

APEX GATEWAYS INC.

Commercial representative for selected markets

EMAIL info@apexgateways.com

APEX WEBSITE www.apexgateways.com

BRAND WEBSITE www.elystrasweden.com

