

ALKAIOS™





BRAND STORY

Inspired by the strength, mythology and philosophy of Ancient Greece, Alkaios takes its name from the Greek word for “strength” or “prowess”.

The dandelion sits at the heart of the brand — a symbol of resilience, courage and renewal. In Greek mythology, Theseus ate dandelions to fortify himself before facing the Minotaur, reflecting the flower’s association with bravery and endurance.

Known as nature’s clock and a carrier of wishes, the dandelion symbolises renewal, offering guests a refreshing start to each day.

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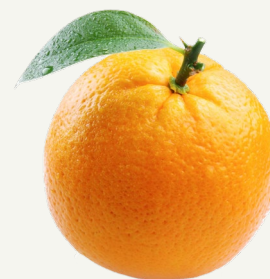
FRAGRANCE

Refreshing top notes of orange blossom combine with aromatic eucalyptus and basil with a trail of cedarwood and musk to close.

Top: Limonene, Orange Blossom, Tea

Middle: Orris, Fressia, Jasmine, Basil, Eucalyptus

Base: Patchouli, Cedarwood, Musk



FORMULATION

Enriched with glycerin, a moisture-locking ingredient known for its hydrating properties, Alkaios formulations help leave hair and skin feeling nourished, refreshed and cared for.



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HOTELIER COLLECTION

Available in 22ml bottles and 15g soaps, the Alkaios collection features colour-coded dandelion illustrations, helping guests and housekeeping easily identify each product.

Thoughtfully designed with sustainability in mind, the range is **Leaping Bunny** certified and packaged in bottles made from **100% post-consumer recycled (PCR) plastic**.



BUILT FOR HOSPITALITY. DESIGNED FOR WHOLESALER GROWTH.



Alkaios gives wholesalers a straightforward way to grow hospitality business with confidence - a margin-led range with ready-made sales and marketing tools, built for commercial success.

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