

ANIMAL MASKS



WILD TIGER-R-R
FACE MASK
RESTORES TONE
TONE UP EFFECT

- BOOSTS VITALITY
- MOISTURIZES
- NOURISHES

TAIGA BERRIES AND VERBENA EXTRACTS

CLICK
The perfect mask for SELFIES :)

7 DAYS
ANIMAL MASK

SWEET PANDA
FACE MASK
EVEN TONE

BRIGHTENING EFFECT

- REDUCES SIGNS OF FATIGUE
- MOISTURIZES AND NOURISHES
- HELPS SKIN GLOW

BAMBOO EXTRACT AND SOYBEAN OIL

CLICK
The perfect mask for SELFIES :)

7 DAYS
ANIMAL MASK

PRETTY KITTY
FACE MASK
REMOVES SIGNS OF FATIGUE
NO STRESS EFFECT

- SOOTHES
- BOOSTS

RASPBERRY JUICE AND LAVENDER

CLICK
The perfect mask for SELFIES :)

7 DAYS
ANIMAL MASK

PRETTY KITTY
FACE MASK
REMOVES SIGNS OF FATIGUE
NO STRESS EFFECT

- SOOTHES
- BOOSTS ELASTICITY
- SOFTENS

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7 DAYS
ANIMAL MASK

HAPPY SEA CALF
FACE MASK
INTENSE MOISTURIZATION

MOISTURIZING EFFECT

- NOURISHES SKIN
- REFRESHES
- ELASTICITY

CELANDINE EXTRACT

CLICK
The perfect mask for SELFIES :)

SWEET PANDA
FACE MASK
EVEN TONE

BRIGHTENING EFFECT

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CELANDINE EXTRACT

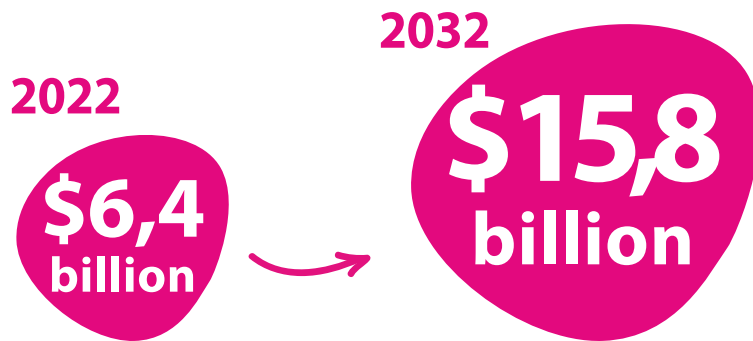
CLICK
The perfect mask for SELFIES :)

SHEET FACE MASKS CATEGORY IS ONE OF THE FASTEST GROWING SEGMENTS OF THE MARKET



(+9% CAGR 2022-2032), which has a huge potential for development

The category of sheet face masks will grow by 2.5 times and reach 10 billion dollars by 2032



Environmental pollution, fast pace of modern life, awareness of the adverse effects of chemicals on the skin encourages consumers to choose organic and natural cosmetics, especially for sheet face masks with effective ingredients (hyaluronic acid, natural extracts)



LET'S GROW IN THE CATEGORY OF SHEET FACE MASKS WITH 7DAYS!

HOW WE WILL INCREASE THE CATEGORY



SALES GROWTH IN THE CATEGORY



Increase number of consumers

Our target audience are **women and men**, who want to combine a skin care and a charge of great mood.
Children who have not used masks before but want to try something unusual and funny

x

Increase the average check

Each of the masks have a unique function, the combination of which makes a **complex skin care**

x

Increase purchase frequency

Promotion of the desire to try the entire mask collection. Each of the masks are made in the form of a funny animal faces.
Use 2-3 times a week

PERFECT SKIN CARE + SOCIAL MEDIA CONTENT = ANIMAL MASKS!



Animal masks are made in the form of a funny animal faces and recommended for selfie!

OUR TARGET AUDIENCES: THE FASTEST GROWING ZOOMERS AND YOUNG ALPHA-GENERATION



Zoomers generation

The first generation, which can't imagine life without a mobile phone and the Internet. A skin care routine for them is an **occasion to create content** for social media and a real **relaxing ritual**.

In cosmetics they are looking for new unusual forms and bright design which will attract the attention of followers!



Alpha generation

Children and young teenagers, who is just beginning to meet with skin care ritual. This generation born with information at their fingertips and have been raised in front of screens. They are need in interesting decisions, which **will attract their attention** in this oversaturated market



WHO ARE YOU TODAY?



REMOVES SIGNS OF FATIGUE

WITH RASPBERRY JUICE AND LAVENDER

- moisturizes and regenerates
- boosts elasticity
- softens and soothes



EVENS SKIN TONE WITH BAMBOO EXTRACT AND SOYBEAN OIL

- moisturizes and nourishes
- helps skin glow
- reduces signs of fatigue

WHO ARE YOU TODAY?



INTENSIVELY MOISTURIZES

WITH ALGAE AND WHITE COAL EXTRACTS

- nourishes and moisturize
- boosts elasticity
- refreshes and energizes



TONES THE SKIN

WITH TAIGA BERRIES AND VERBENA EXTRACTS

- moisturizes
- nourishes and energizes
- boosts vitality

7DAYS ANIMAL MASKS FOLLOW ALL THE LATEST TRENDS OF SELF-CARE



- **100% NATURAL EXTRACTS**
- **TRENDY SUPERFOODS, HEALTHY OILS AND VITAMIN COMPLEX A, B, C, E**
- **X2 MORE ESSENCE**
for maximum hydration and nutrition
- **IT'S CONVENIENT!**
Combine skin care and daily routine. A new european pattern fits comfortably and allows you to stay in motion
- **POSITIVE DESIGN**
Improves your mood and the mood of others
Perfect for content!
- **PARABEN FREE**
- **CRUELTY FREE**



TRADE EQUIPMENT



SHOWBOXES





1

2

3

4

5

Nº SKU	Product name	Category	Volume/Weight	Number of items in an outbox	Number of items in a showbox	Individual barcode	Showbox barcode	Outbox barcode
1	7DAYS ANIMAL MASK Face mask WILD TIGER Restores tone with Taiga berries and Verbena extracts	face	28g	40	12	6940079074172	6940079074394	16940079074391
2	7DAYS ANIMAL MASK Face mask SWEET PANDA Evens tone with Bamboo extract and Soybean oil	face	28g	40	12	6940079074189	6940079074400	16940079074407
3	7DAYS ANIMAL MASK Face mask PRETTY KITTY Removes signs of fatigue with Raspberry juice and Lavender	face	28g	40	12	6940079074165	6940079074387	16940079074384
4	7DAYS ANIMAL MASK Face mask HAPPY SEA CALF Intensively moisturizes with Algae and Iceland Moss extracts	face	28g	40	12	6940079074158	6940079074370	16940079074377
5	7DAYS Gift set of face masks FUNNY BEAUTY SET PRETTY KITTY	face	4x28g	4	24	4607154699140	x	14607154699147



Order products

order@7daysmail.com

Phone:

+390289732253

+1 530-782-5644

Address:

**Via Vincenzo Monti, 8/INT.207/52
20123 Milano MI, Italy**

**1267 Willis Street Suite
200 Redding,
96001 United States, California**

Advertising and PR

smm@7daysmail.com

Marketing

marketing@7daysmail.com

Website

www.7days.beauty

   @my7days.it

