

#mybeautyweek



7DAYS
#mybeautyweek

ROMANTIC SATURDAY
FACE MASK
GET READY FOR YOUR DATE
with blood Orange and Popoyo extracts

Day 6: Peachy Amino effect

- ELIMINATES TRACES OF TIREDNESS
- EVENES SKIN TONE

TENDER 100%

BEAUTY EXPERT for 7 days

THE WEDNESDAY IS FOR HUSBAND PRANKING

7DAYS
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DYNAMIC MONDAY
FACE MASK
AFTER A LONG DAY'S WORK
with Willow and Cocoa bean extracts

Day 1: Fresh effect

- CLEANS
- REFRESHES
- MOISTURIZES

TENDER 100%

BEAUTY EXPERT for 7 days

FOR A RETURNING START TO YOUR WEEK WEEK!

7DAYS
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CHEERFUL TUESDAY
FACE MASK
AGAINST TO LOW SPIRITS
with Melon and Mint extracts

Day 2: Energy effect

- EVENES TEXTURE
- BOOSTS VITALITY
- MOISTURIZES

TENDER 100%

BEAUTY EXPERT for 7 days

IT MAY ONLY BE TUESDAY BUT IT'S ALREADY THE WEEKEND IN YOUR HEART!

7DAYS
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EASY WEDNESDAY
FACE MASK
WHILE YOU WATCH YOUR FAVORITE SHOW
with green Tea and Pear extracts

Day 3: Moisturizing effect

- MOISTURIZES
- SOFTENS
- SOOTHES

TENDER 100%

BEAUTY EXPERT for 7 days

WEDNESDAY'S THE DAY FOR PERFECT BEIN'

7DAYS
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ACTIVE THURSDAY
FACE MASK
AFTER SPORTS
with Peony and Blueberry extracts

Day 4: Nourishing effect

- SOOTHES
- NOURISHES
- MOISTURIZES

TENDER 100%

BEAUTY EXPERT for 7 days

THURSDAY IS THE TIME TO TREAT YOURSELF!

7DAYS
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BLAZING FRIDAY
FACE MASK
FOR YOUR PRE-PARTY PREP ROUTINE
with Coconut and Lychee extracts

Day 5: Radiance effect

- ENHANCES RADIANCE
- TONES
- MOISTURIZES

TENDER 100%

BEAUTY EXPERT for 7 days

FRIDAY MEANS SHORT DAYS AND LONG NIGHTS!

7DAYS
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PERFECT SUNDAY
FACE MASK
FOR TOTAL RELAXATION
with blue Agave and Lotus extracts

Day 7: Relaxation effect

- SMOOTHES TEXTURE
- MOISTURIZES AND NOURISHES
- IMPROVING ELASTICITY

TENDER 100%

BEAUTY EXPERT for 7 days

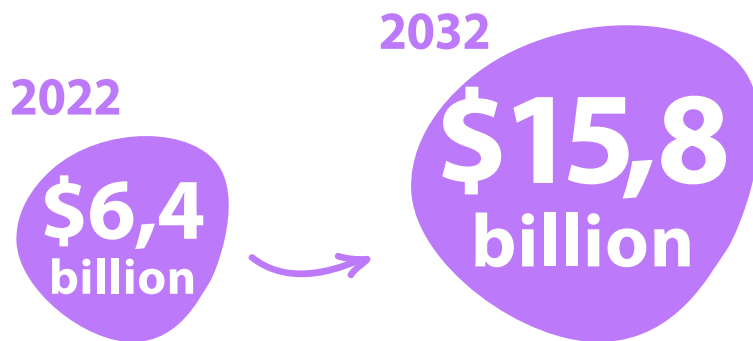
SUNDAY WAS MADE FOR RELAXATION!

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!

7DAYS #MYBEAUTYWEEK — COMPLEX SKIN CARE FOR EACH DAY OF THE WEEK



OUR CONCEPT

7DAYS Beauty Week masks combine a complex skin care and a charge of great mood for any occasion of the week

| MON | TUES | WED | THURS | FRI | SAT | SUN |
|-----|------|-----|-------|-----|-----|-----|
| | | | | | | |

BENEFITS FOR THE BUYER

X7 CROSS-SELLING
 The average check increases due to the line concept, which encourages to purchase at least 2-3 masks



WE CREATE COSMETICS FOR THE FASTEST GROWING AUDIENCE **ZOOMERS GENERATION**



@SofiOne

Young blogger and trendsetter. A skin care routine for her is a way of self-expression and an occasion to create content for social media. She chooses cosmetics with **unusual formats** and **bright designs** that will attract the attention of followers!



Sofia

Ambitious and highly adaptive girl. Skin care for her is a relaxing ritual. She appreciates the products and services that enhance her well-being and give positive emotions. She chooses **natural** and **ethical** cosmetics.

7DAYS BEAUTY WEEK MASKS MEET ALL MAJOR CONSUMER SKIN CARE PRODUCTS EXPECTATIONS



- 1 Hydration and nutrition
- 2 Cleansing and freshness
- 3 Softness and smoothness
- 4 Firmness and elasticity
- 5 Radiance and toning
- 6 Mattifying and pore tightening
- 7 Even out skin tone and texture



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



- **100% NATURAL EXTRACTS**
- **ACTIVE COMPONENTS**
Hyaluronic acid – skin care ingredient N°1
Natural oils: shea, macadamia, jojoba
- **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
- **PARABEN AND SYNTHETIC INGREDIENTS FREE**
- **VEGAN**
- **CRUELTY FREE**



HYALURONIC ACID+



Cocoa beans

intensively nourishes, softens, makes the skin elastic, fresh and velvet



Mint extract

refreshes, cools and fills your skin with energy



Willow extract

gently cleanses, evens out skin tone and shrink pores



Melon

accelerates skin regeneration, evens out tone



HYALURONIC ACID+



Green tea extract

provides intense hydration, improves skin elasticity



Peony extract

restores elasticity, deeply moisturizes and softens



Blueberry

enhances skin's protective barrier and nourishes it with vitamins

Pear

softens the upper layers of the epidermis, regenerates and refreshes the skin

Lychee extract

recharges your skin's energy while toning and removing signs of fatigue for a healthy glow

HYALURONIC ACID+

Blood orange

improves elasticity, tones and moisturizes

Papaya

makes your skin fresh and radiant – its enzymes moisturize and tone your skin to perfection

Blue agave

restores freshness, hydrates and smoothes your skin

7DAYS



Coconut extract

has deep regenerating effect, instantly gives your skin a healthy glow while making it soft and velvety

Lotus

cleanses, stimulates and refreshes

TRADE EQUIPMENT





| Nº SKU | Product name | Category | Volume/Weight | Number of items in a showbox | Number of items in an outbox | Individual barcode | Showbox barcode | Outbox barcode |
|--------|--|----------|---------------|------------------------------|------------------------------|--------------------|-----------------|----------------|
| 1 | 7DAYS Face mask DYNAMIC MONDAY After a long day's work with Willow and Cocoa Beans extract | face | 28g | 30 | 12 | 6940079074196 | 6940079074417 | 16940079074414 |
| 2 | 7DAYS Face mask CHEERFUL TUESDAY Against low spirits with Melon and Mint extracts | face | 28g | 30 | 12 | 6940079074202 | 6940079074424 | 16940079074421 |
| 3 | 7DAYS Face mask EASY WEDNESDAY While you watch your favorite show with Green Tea and Pear extracts | face | 28g | 30 | 12 | 6940079074219 | 6940079074431 | 16940079074438 |
| 4 | 7DAYS Face mask ACTIVE THURSDAY After sports with Peony and Blueberry extracts | face | 28g | 30 | 12 | 6940079074226 | 6940079074448 | 16940079074445 |
| 5 | 7DAYS Face mask BLAZING FRIDAY For your pre-party prep routine with Coconut water and Lychee extract | face | 28g | 30 | 12 | 6940079074233 | 6940079074455 | 16940079074452 |
| 6 | 7DAYS Face mask ROMANTIC SATURDAY Get ready for your date with blood Orange and Papaya extracts | face | 28g | 30 | 12 | 6940079074240 | 6940079074462 | 16940079074469 |
| 7 | 7DAYS Face mask PERFECT SUNDAY For total relaxation with blue Agave and Lotus extracts | face | 28g | 30 | 12 | 6940079074257 | 6940079074479 | 16940079074476 |
| 8 | 7DAYS Gift set of face masks BEAUTY CALENDAR | face | 8x28g | x | 9 | 4607154699096 | x | 24607154699090 |
| 9 | 7DAYS Gift set of face masks BEAUTY WEEK | face | 7x28g | x | 24 | 4607154699102 | x | 14607154699109 |



Order products

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