



# THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM

# DETOX





7 DAYS

# DETOX

## THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM

The skin has the property of self-regeneration, rejects keratinized cells of the epidermis and helps to develop new ones.

The skin ability to self-cleanse weakens with age, the cells die off and accumulate on the surface of the epidermis, which becomes thicker and rougher. That's why the skin looks more dull and tired.

### Skin cell regeneration cycle:

- up to 25 years - 28 days;
- 25 to 45 years - 32 days;
- after 55 years - up to 3-4 months.

\***DETOX** - (from the Latin de - elimination, termination + ancient Greek word τοξίνη - poison)

# DETOX

## THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM



**1 STEP** Acid Sheet Face Mask AHA (5%) + BHA (2%)  
skin exfoliation



**2 STEP** Clay Sheet Face Mask KAOLIN + SEAWEED  
extra cleansing



**3 STEP** SOS Sheet Face Mask SOOTHING COMPLEX  
hydration and recovery

### Indications:

- All skin types, especially combination and oily skin;
- Tired and dull skin;
- Oily shine, blackheads, skin imperfections;
- Wrinkles, skin tightness and dryness;
- Skin roughness, pigmentation.

### Result of application:

- Dermal purity and regeneration;
- Radiance and freshness without oily shine, blackheads and acne;
- Elasticity and hydration.

Frequency of use: 1-2 times a week.





# DETOX

## TARGET AUDIENCE:

### Women, 25- 35 years:

- lives in the city 100k+;
- works, has a middle-income;
- married;
- gives birth to her first child at the age of 26, time for herself becomes limited;
- follows trends, fashionable beauty products and active ingredients.

### Skin problems:

- loss of elasticity (collagen synthesis slows down);
- mimic wrinkles, nasolabial folds;
- oily shine, blackheads, acne (according to skin type).

### Skin needs:

- effective formula with visible result;
- simple active components;
- laconic design with clear information about active ingredients and the result of application.

# DETOX

## WHY ARE WE LAUNCHING 7DAYS DETOX?

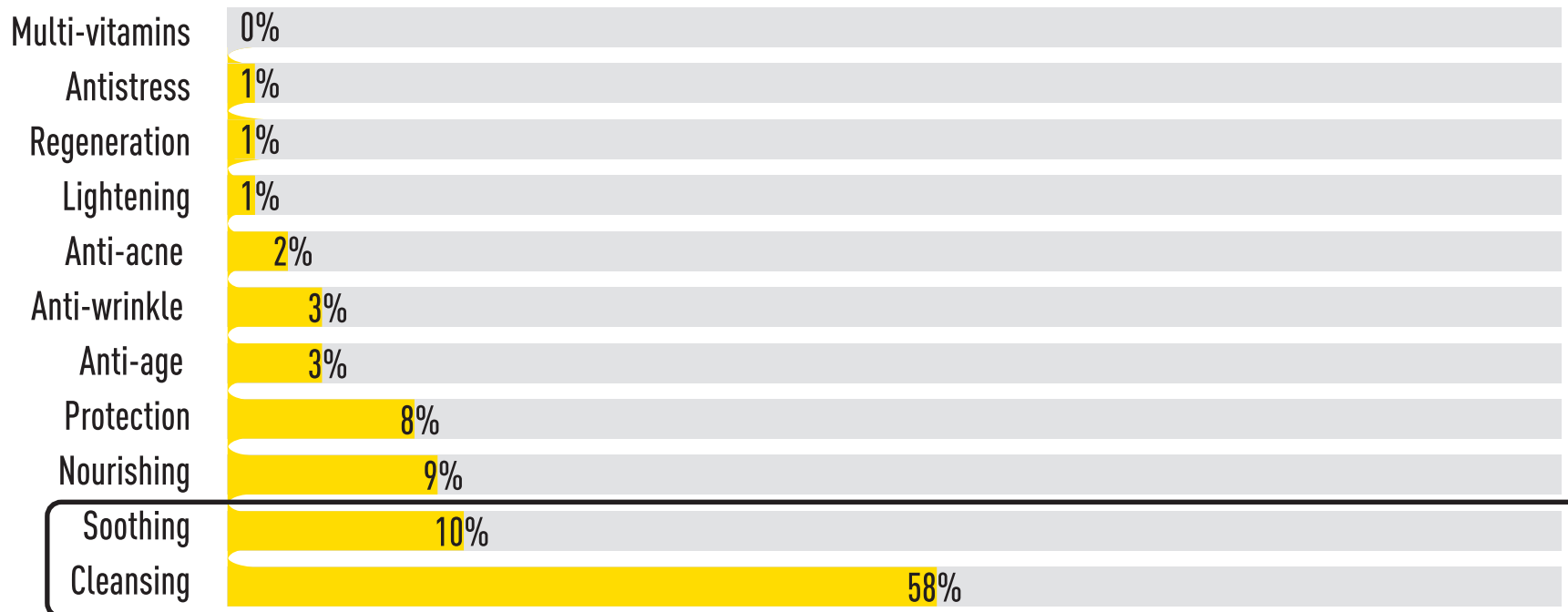
**1 EXPANDING THE RANGE FOR NUMEROUS TARGET AUDIENCE AGED 25+.**  
 ATTRACTION OF LOYAL CUSTOMERS WHO MOVE TO A MORE AGED GROUP.

**2 DEEP CLEANSING AND SOOTHING - ONE OF THE MOST POPULAR EFFECTS IN SHEET MASKS FOR FACE.**

**3 INCREASE OF THE AVERAGE CHECK.**

- More items in the check (set of three sheet masks).
- Higher product price

Sheet masks according the skin needs, 2021 (Italy):



\*According to Google Trends



# DETOX

## 7DAYS DETOX SYSTEM IS BASED ON THE PROFESSIONAL PRINCIPLES OF SKIN CARE.

PROFESSIONAL SKIN CARE ROUTINE:

**0 STEP**  
MAKE-UP REMOVING

**1 STEP**  
**DEEP CLEANSING**  
Preparation for intensive care. Due to the renewal, the skin becomes more susceptible to the effects of cosmetic products (scrub, peeling).

**2 STEP**  
**INTENSIVE CARE**  
Solution for individual problem according the current condition of the skin (serum, mask, massage, hardware techniques).

**3 STEP**  
**FINAL TREATMENT**  
Restoration of the skin lipid barrier after the cosmetic procedures, increasing and prolonging the effect of intensive care (cream, fluid, SPF-protection).

.....

### 7DAYS DETOX THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM :

DETOX - CLEANSING AND TREATMENT AS IN THE COSMETOLOGIST OFFICE

**1 STEP** SKIN EXFOLIATION



Exfoliating sheet face mask with AHA (5%) and BHA (2%)

**2 STEP** EXTRA CLEANSING



Cleansing sheet face mask with kaolin and seaweed

**3 STEP** HYDRATION AND RECOVERY



SOS sheet face mask with soothing complex



# DETOX

**7DAYS DETOX THREE-STEP**  
SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM

Can be used as a full three-step system for maximum cleansing or separately

High concentration of active ingredients

Suitable pattern of biodegradable material

Ethics:

- **98%** – natural ingredients;
- **Cruelty free** – not tasted on animals;
- **Vegan** – the product does not contain components of animal origin.



**PLANT  
ORIGIN**





7DAYS DETOX  
Exfoliating sheet face mask  
with AHA (5%) and BHA (2%), 25 g

# 1 STEP

## SKIN EXFOLIATION

### ACTIVE INGREDIENTS

- AHA Acids (5%): Glycolic, Malic, Tartaric, Citric Acid
- BHA Acids (2%): Salicylic
- Moringa
- Mango, Papaya, Lemon, Grapefruit

### PATTERN

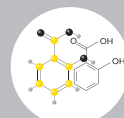
- Fiber TENCEL® is made of eucalyptus wood
- Biodegradable
- Absorbs like cotton, softer than silk and cooler than linen
- Has smooth and silky surface
- Convenient shape allows to fit snugly to the skin

### RESULT OF APPLICATION

- Removes keratinized cells from the epidermis, cleaves intercellular contacts, stimulates cellular renewal processes, improves production of natural collagen and elastin
- Increases skin elasticity and firmness
- Improves skin tone, smoothes microrelief
- Prepares the skin for intensive care

### EXPOSURE TIME

- 5 minutes  
If after 5 minutes there is no redness and discomfort, leave for another 2-3 minutes



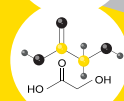
#### GLYCOLIC ACID

- has the smallest molecular weight among AHA acids and easily penetrates the skin
- stimulates fibroblasts and collagen production
- increases skin elasticity and firmness, reduces the depth of wrinkles
- accelerates exfoliation of keratinized cells
- absorbs water, saturates skin with moisture
- fights against pigment spots



#### MALIC ACID

- has antioxidant, cleansing, moisturizing properties
- improves and brightens the complexion



#### SALICYLIC ACID

- exfoliates keratinized cells, especially on oily skin
- prevents the appearance of skin imperfections
- works not only on the surface of the skin, but also inside the pores
- removes hardened sebum clogging pores
- fights against pigmentation and post-acne marks



#### MORINGA EXTRACT

- evens skin tone
- regulates the sebaceous glands
- protects from UV radiation





7DAYS DETOX  
Cleansing sheet face mask with kaolin and seaweed, 12 g

# 2 STEP

## EXTRA CLEANSING

### ACTIVE INGREDIENTS

- Kaolin
- Montmorillonite
- Laminaria powder
- Fukus extract

### PATTERN

- Fiber TENCEL® is made of eucalyptus wood
- Biodegradable
- Absorbs like cotton, softer than silk and cooler than linen
- Has smooth and silky surface
- Consists of 2 parts to fit snugly to the skin

### RESULT OF APPLICATION

- Provides antioxidant effect, activates intracellular processes, saturates skin cells with oxygen, evens skin tone, makes the skin radiant
- Hydrates, increases skin firmness
- Has a lifting effect, reduces swelling
- Activates intracellular processes, saturates skin cells with oxygen
- Tightens pores, reduces oily shine, makes the skin matte and smooth

### EXPOSURE TIME

- 10-15 minutes



#### KAOLIN

- China or white clay
- Natural antiseptic
- Has an adsorbing effect, reduces oily shine



#### MONTMORILLONITE

- French green clay, which is considered the best of all types of clay
- Absorbent. It is indispensable for oily and problem skin, absorbs eight times more substance than its own weight
- Adsorbent. Attracts and binds toxins
- Activates blood circulation, increases the oxygen level in the skin
- Stimulates regeneration, lifts up the skin



#### KELP

- Brown seaweed
- Natural source of 12 vitamins (including A, B2, B12, C, D, E, K), beta-carotene, 18 amino acids and 42 trace elements
- Moisturizes, increases skin firmness
- Promotes elimination of toxins
- Helps to improve blood circulation and lymph flow
- Stimulates enzymes responsible for the synthesis of cellular energy beneficial for citizens of metropolis with tired and dry skin



#### FUCUS

- Brown microalgae, contains alginic acid and fucoïdan
- Enhances the regenerative features of the skin
- Synthesizes specific proteins responsible for recovery processes

7DAYS DETOX  
Recovering sheet face mask  
with fibronectin and squalane, 25g



## ACTIVE INGREDIENTS

- Fibronectin
- Squalane

## PATTERN

- 100% cotton - natural fabric with excellent absorbency
- Has a thin gauze texture to fit snugly to the skin

## RESULT OF APPLICATION

- Restores skin lipid barrier after peeling and cleansing
- Soothes, nourishes, relieves irritation and removes the feeling of skin tightness
- Deeply moisturizes, increases skin elasticity and lifts up the skin

## EXPOSURE TIME

- 10-15 minutes

Can be used as the third step of 7DAYS DETOX three-step skin cleansing and cellular renewal system or as a separate express recovering mask for irritated and dehydrated skin.



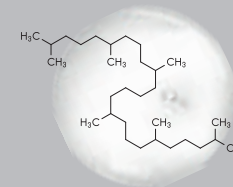
# 3 STEP

## HYDRATION AND RECOVERY



### FIBRONECTIN

- High-molecular protein
- Restores skin lipid barrier
- Deeply nourishes and soothes



### SQUALANE

- Made of olive oil and wheat germ
- The skin perceives squalane as its own and easily assimilates it
- Similar to the squalene barrier of the dermis, which is released in sufficient quantities until the age of 23, but then gradually decreases
- Suitable for all skin types



# DETOX

TRADE EQUIPMENT

SHOWBOX



SHELF EQUIPMENT





# DETOX



Nº SKU	Detox masks	Category	Volume/Weight	Number of items in a showbox	Number of items in a tarebox	Individual barkode	Showbox barkode	Tarebox barkode
<b>7DAYS DETOX Face sheet masks</b>								
1	7DAYS DETOX Acid Sheet Face Mask AHA (5%) + BHA, 25 g	Face	25 g	40	480	8056234472856	88056234472852	78056234472855
2	7DAYS DETOX Clay Sheet Face Mask Kaolin+Seaweed, 12 g	Face	12 g	40	480	8056234472863	88056234472869	68056234472865
3	7DAYS DETOX SOS Sheet Face Mask Soothing complex, 25 g	Face	25 g	40	480	8056234472870	78056234472879	88056234472876
4	7DAYS DETOX Set for professional complex care (AHA, CLAY, SOS MASKS), 3 pcs	Face	2x25 g, 1x12 g	6	24	8057592521934	18057592521931	28057592521938



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**



**DETOX**