

7 DAYS



my beauty week



7DAYS

my
beauty week

Since 2014 is an **EXPERT**
in the fastest growing and
largest segment of the
skin care market — face **MASKS**

LEADER According the sales
by pieces in 2020



7DAYS

THEY TRUST US:

my
beauty week

- EXPERIMENTERS
- TRENDSETTERS
- ZOOMERS
- FLEXERS

In **35** countries of the world

Their interests:

Shooting content, parties, vivid images, experiments, blogging, social medias, entertainments, beauty and health.

MAIN DRIVER TO BUY:

stand out, be bright, be remembered





IN 2022 INCREASES SUPERIORITY IN THE CATEGORY OF FACE AND BODY CARE



BOLD AND EXCLUSIVE PRODUCTS IN CATEGORY:
FACE AND BODY MASSAGERS
CRYO-APPLICATORS

X2

MORE EFFECTIVE





**IN 2022 INCREASES SUPERIORITY IN THE
CATEGORY OF FACE AND BODY CARE**



TOP MONO-COMPONENTS

The image consists of four vertical panels, each with a different background color and a central graphic of a large, glowing sphere surrounded by smaller spheres and molecular-like structures. The panels are labeled as follows:

- HYALURONIC ACID** (Purple background)
- COLLAGEN** (Pink background)
- VITAMINS** (Light Green background)
- PEPTIDES** (Light Blue background)



**IN 2022 INCREASES
SUPERIORITY IN THE
CATEGORY OF
FACE AND BODY CARE**

**SOUTH KOREAN
INNOVATIVE FORMULAS
AND DEVELOPMENTS**

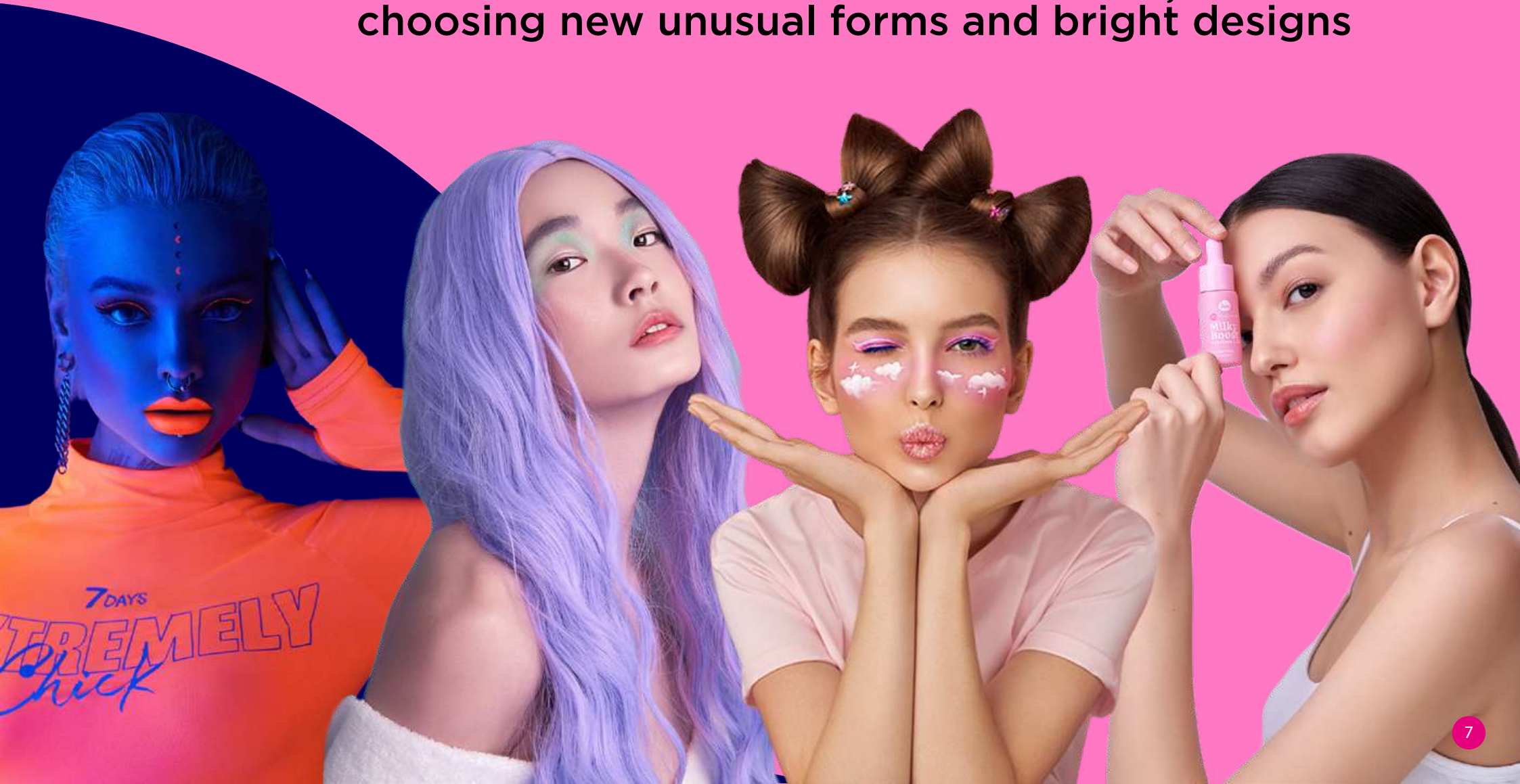




CONTINUE TARGET TO OUR YOUNG AUDIENCE



Zoomers, flexers, TikTokers who grow with us, become more conscious of themselves, while choosing new unusual forms and bright designs



7DAYS
EXTREMELY
chick



TREND №1



MASSAGE BECOMES A TREND

21%

of **#MyBeautyWeek**
products are
equipped by
massage applicators

Main driver to buy:

- relax
- pleasure of the care process
- anti-age and lifting effect





TREND №2



SMART PRODUCTS

#MyBeautyWeek

offers a personal

SMART CARE 24/7

Everyone can collect an individual facial and body care



Main driver to buy:

- impress by result
- delight with bright and unusual packing



TREND №3



MONO-COMPONENTS THAT MAKE DOUBLE CARE OF YOUR SKIN

22% WOMEN DUE TO COVID-19
CHANGED THEIR HABITS
IN SKIN CARE

#MyBeautyWeek by 7DAYS

contains top ingredients with effective concentration, each product has the main active component



Main driver to buy:

- pleasure of the care process

- relax
- effectiveness and visible result



TREND №4



INNOVATIVE FORMULAS

#MyBeautyWeek by 7DAYS
is developed and manufactured
in South Korea

South Korea is recognized as the most innovative manufacturer of skin care products



Main driver to buy:

**innovative formulas
technological effectiveness**



TREND №5



INTELLIGENT BEAUTY



YOUTH PRESERVATION WITHOUT INJECTIONS AND SURGICAL LIFTS

massage applicator
provide a deeper penetration
of ingredients



Main driver to buy: **Forever young**



Why #MyBeautyWeek by 7DAYS must be present on every shelf?

#MyBeautyWeek closes all key consumer expectations

Includes trends of:

- ingredients
- formats
- textures



7DAYS

my
beauty week



my

my beauty week

30 SKU

30 UNIQUE FORMULAS

30 LEADERS IN GROWING CATEGORIES OF THE MARKET

7DAYS

my
beauty week



7DAYS

face **MASSAGERS 2in1**

my
beauty week



face

MASSAGERS 2in1



INTELLIGENT BEAUTY FOR FACE



7DAYS MY BEAUTY WEEK Anti-wrinkle moisturizing eye concentrate HYALURONIC, 18 ml

ANTI-DARK CIRCLES AND WRINKLES EYE GEL 2in1

HYALURONIC ACID

- Fights against under-eye dark circles
- Smooths crow's feet
- Relaxes muscles, reduces signs of fatigue



7DAYS MY BEAUTY WEEK V-shaping facial anti-age concentrate HYALURONIC, 40 ml

ANTI-AGE PERFECT OVAL FACE MASSAGE GEL 2in1

HYALURONIC ACID

- Fights against wrinkles
- Simulates the shape of the face
- Deeply moisturizes, increases skin elasticity and firmness



7DAYS MY BEAUTY WEEK Neck and decollete anti-age moisturizing concentrate HYALURONIC, 80 ml

ANTI-AGE HYDRATION MASSAGE GEL 2in1

HYALURONIC ACID

- Fights against wrinkles and pigment spots
- Restores the clarity of face contours
- Deeply moisturizes, strengthens and lifts up the skin

7DAYS

face **MASSAGERS 2in1**

my
beauty week



face

MASSAGERS 2in1



INTELLIGENT BEAUTY FOR FACE



7DAYS MY BEAUTY WEEK Firming&lifting eye concentrate COLLAGEN, 18 ml

ANTI-PUFFY EYES AND SIGNS OF FATIGUE CREAM 2in1

COLLAGEN

- Reduces swelling and under-eye bags
- Refreshes, reduces of fatigue
- Smoothes crow's feet



7DAYS MY BEAUTY WEEK V-shaping facial lifting concentrate COLLAGEN, 40 ml

PERFECT OVAL FACE AND LIFTING EFFECT MASSAGE CREAM 2in1

COLLAGEN

- Lifting effect
- Simulates the shape of the face
- Rejuvenates, reduces swelling



7DAYS MY BEAUTY WEEK Neck and decollete firming&lifting concentrate COLLAGEN, 80 ml

LIFTING EFFECT AND STRENGTHENING MASSAGE CREAM 2in1

COLLAGEN

- Lifting effect
- Restores the clarity of face contours
- Deeply moisturizes, increases skin elasticity and firmness



face **FACE CARE**



face
FACE CARE



7DAYS MY BEAUTY WEEK Lifting face serum
COLLAGEN DROPS, 20 ml

LIFTING EFFECT SERUM

COLLAGEN

- For all skin types, especially for skin with the first age-related changes
- Lightweight emulsion texture
- Does not leave a feeling of film and stickiness

INTELLIGENT BEAUTY FOR FACE



7DAYS MY BEAUTY WEEK Radiance facial serum+toner
VITAMIN C ELIXIR, 20 ml

RADIANCE AND EVEN SKIN TONE SERUM

VITAMIN C

- For all skin types
- Lightweight emulsion texture
- Does not leave a feeling of film and stickiness



7DAYS MY BEAUTY WEEK Hyaluronic face serum
HA+H2O, 20 ml

FIRMNESS AND HYDRATION SERUM

HYALURONIC, ACID

- For all skin types, especially for dry and dehydrated skin
- Lightweight gel texture
- Does not leave a feeling of film and stickiness



7DAYS MY BEAUTY WEEK Nourishing oil face serum
GREEN POWER VITAMIN E, 20 ml

ANTI-AGE NOURISHING SERUM

PEPTIDES

- For all skin types, especially for dry skin
- Lightweight oil texture
- Absorbs quickly



7DAYS MY BEAUTY WEEK Exfoliating peeling face serum
AHA+BHA, 20 ml

REGENERATION PEELING SERUM

AHA+ BHA ACIDS

- For all skin types
- Doesn't leave a skin irritation and redness
- Suitable for all-season use



7DAYS MY BEAUTY WEEK Oil control face serum
B3+ZN, 20 ml

ANTI-ACNE SERUM

ZINC

- For all skin types, especially for oily and combination skin
- Lightweight texture
- Does not leave a feeling of film and stickiness



7DAYS MY BEAUTY WEEK Revitalizing face serum
MILKY BOOST SQUALANE, 20 ml

HYDRATION AND RECOVERY SERUM

SQUALANE

- For all skin types, even for sensitive skin
- Lightweight texture
- Does not leave a feeling of film and stickiness



everyday **FACE CARE**



everyday FACE CARE



INTELLIGENT BEAUTY FOR FACE



7DAYS MY BEAUTY WEEK Collagen day&night cream WHIPPED SOUFFLE, 50 ml

LIFTING CREAM-MOUSSE

COLLAGEN

- Lifting effect
- Smooths wrinkles
- Hydrates, softens



7DAYS MY BEAUTY WEEK Radiance day&night cream VITAMIN C, 50 ml

RADIANCE AND NOURISHING FACE CREAM

VITAMIN C

- Hydrates, refreshes the skin
- Brightens, makes the skin radiant
- Slows down the aging processes



7DAYS MY BEAUTY WEEK Hyaluronic mask 2in1 AQUA INFUSION, 50 ml

HYDRATION AND FIRMNESS GEL MASK 2in1

HYALURONIC ACID

- Hydrates and soothes instantly
- Provides skin with softness and elasticity
- Smooths fine wrinkles



7DAYS MY BEAUTY WEEK Nourishing sleeping mask AVOCADO SQUASH, 50 ml

NOURISHING AND HYDRATION NIGHT MASK

AVOCADO OIL

- Nourishes, softens
- Smooths, refreshes the skin
- Brightens, evens skin tone



7DAYS MY BEAUTY WEEK SOS day&night cream PEACH VELVET, 50 ml

RECOVERY AND NOURISHMENT CREAM

PANTHENOL, ESSENTIAL OIL COMPLEX

- Restores, nourishes, soothes
- Hydrates, softens
- Regenerates



7DAYS MY BEAUTY WEEK Mousse cleanser SEA FOAM, 50 ml

MOUSSE FOAM

ALOE VERA

- Gently cleanses and refreshes the skin
- Hydrates and soothes
- Against skin imperfections



7DAYS MY BEAUTY WEEK Clay peel mask 2in1 DETOX SKIN, 50 ml

CLEANSING AND DETOX SCRUB MASK

CLAY, ZINC

- Deeply cleanse
- Tightens pores, mattifies the skin
- Against skin imperfections



INTENSIVE FACE TREATMENTS



INTENSIVE FACE TREATMENTS



7DAYS MY BEAUTY WEEK Facial airy cleansing foam FOAM IT!, 80 ml

CLEANSING FOAM GENTLE CLEANSING

BERRY EXTRACTS

- Gently cleanses
- Removes make-up residues
- Evens skin tone

INTELLIGENT BEAUTY FOR FACE



7DAYS MY BEAUTY WEEK Facial deep pore cleanse & scrub SODA, 80 ml

BAKING SODA SCRUB DEEP CLEANSING

ZINK, VITAMIN C, MENTHOL

- Gently exfoliates keratinized cells
- Against skin imperfections
- Tightens pores and makes the skin radiant



7DAYS MY BEAUTY WEEK Sleeping face mask MILKY DREAMS, 80 ml

SLEEPING FACE MASK NOURISHMENT AND REGENERATION

SWEET ALMOND MILK, VITAMIN E

- Intensively nourishes, softens
- Regenerates, gives fresh look to the skin
- Reduces pigmentation and fine wrinkles



7DAYS MY BEAUTY WEEK Soothing face gel SKIN MEDITATION, 80 ml

UNIVERSAL FACE AND BODY GEL

ALOE VERA

- Deeply moisturizes, eliminates skin sloughing
- Soothes, relieves irritation
- Refreshes the skin



7DAYS MY BEAUTY WEEK Purifying clay face mask CICA RECOVER, 80 ml

CLAY MASK AGAINST ACNE, BLACKHEADS AND OILY SHINE

CENTELLA ASIATICA, ZINC

- Gently exfoliates keratinized cells
- Against skin imperfections
- Tightens pores and makes the skin radiant



7DAYS MY BEAUTY WEEK Facial peeling jelly JELLY, 80 ml

ENZYMATIC FACIAL PEELING JELLY RENEWAL

PAPAYA, MANGO, PEACH

- Deeply cleanse
- Improves skin tone
- Provides skin with softness
- Strengthens the skin
- Enhances the effect of face creams and serums



7DAYS MY BEAUTY WEEK Moisturizing face mask TRUE LOVE, 80 ml

MOISTURIZING FACE MASK SKIN ELASTICITY AND FIRMNESS

BAMBOO AND CUCUMBER

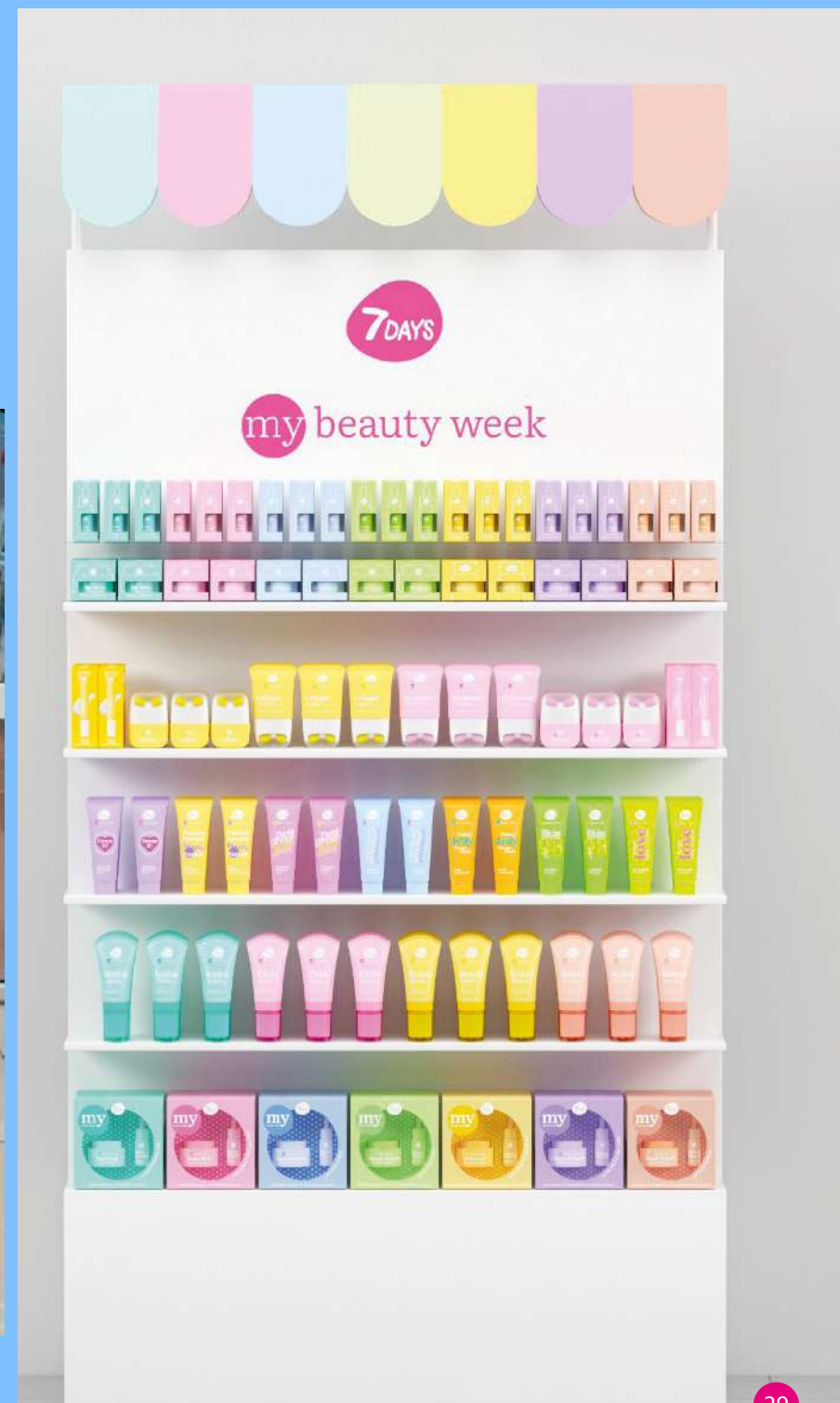
- Hydrates, increases skin elasticity and firmness
- Soothes, softens and brightens the skin
- Provides antioxidant effect



ANTI-CELLULITE BODY MASSAGERS



STORE EQUIPMENT



Nº SKU	Product name	Category	Volume/Weight	Number of items in a showbox	Number of items in a tarebox	Individual barkode	Showbox barkode	Tarebox barkode
7DAYS MY BEAUTY WEEK FACIAL IN BANKS								
1	7DAYS MY BEAUTY WEEK Clay peel mask 2-in-1 DETOX SKIN, 50 ml	Face	50 ml	24	24	8056234472962	8057592521866	18057592521863
2	7DAYS MY BEAUTY WEEK Radiance day&night cream VITAMIN C, 50 ml	Face	50 ml	24	24	8056234472801	8057592521873	18057592521870
3	7DAYS MY BEAUTY WEEK Hyaluronic mask 2-in-1 AQUA INFUSION, 50 ml	Face	50 ml	24	24	8056234472740	8057592521880	18057592521887
4	7DAYS MY BEAUTY WEEK Collagen day&night cream WHIPPED SOUFFLE, 50 ml	Face	50 ml	24	24	8056234472757	8057592521897	18057592521894
5	7DAYS MY BEAUTY WEEK Mousse cleanser SEA FOAM, 50 ml	Face	50 ml	24	24	8056234472771	8057592521903	18057592521900
6	7DAYS MY BEAUTY WEEK Nourishing sleeping mask AVOCADO SQUASH, 50 ml	Face	50 ml	24	24	8056234472788	8057592521910	18057592521917
7	7DAYS MY BEAUTY WEEK SOS day&night cream PEACH VELVET, 50 ml	Face	50 ml	24	24	8056234472795	8057592521927	18057592521924
7DAYS MY BEAUTY WEEK FACE SERUM								
8	7DAYS MY BEAUTY WEEK Revitalizing face serum MILKY BOOST SQUALANE, 20 ml	Face	20 ml	24	24	8057592521507	18057592521504	28057592521501
9	7DAYS MY BEAUTY WEEK Radiance facial serum+toner VITAMIN C ELIXIR, 20 ml	Face	20 ml	24	24	8057592521514	18057592521511	28057592521518
10	7DAYS MY BEAUTY WEEK Hyaluronic face serum HA+H2O, 20 ml	Face	20 ml	24	24	8057592521521	18057592521528	28057592521525
11	7DAYS MY BEAUTY WEEK Lifting face serum COLLAGEN DROPS, 20 ml	Face	20 ml	24	24	8057592521545	18057592521542	28057592521549
12	7DAYS MY BEAUTY WEEK Oil control face serum B3+ZN, 20 ml	Face	20 ml	24	24	8057592521552	18057592521559	28057592521556
13	7DAYS MY BEAUTY WEEK Nourishing oil face serum GREEN POWER VITAMIN E, 20 ml	Face	20 ml	24	24	8057592521569	18057592521566	28057592521563
14	7DAYS MY BEAUTY WEEK Exfoliating peeling face serum AHA+BHA, 20 ml	Face	20 ml	24	24	8057592521576	18057592521573	28057592521570
7DAYS MY BEAUTY WEEK FACE TREATMENTS								
15	7DAYS MY BEAUTY WEEK Facial airy cleansing foam FOAM IT!, 80 ml	Face	80 ml	6	6	8057592521583	18057592521580	28057592521587
16	7DAYS MY BEAUTY WEEK Facial deep pore cleanse & scrub SODA, 80 ml	Face	80 ml	6	6	8057592521590	18057592521597	28057592521594
17	7DAYS MY BEAUTY WEEK Moisturizing face mask TRUE LOVE, 80 ml	Face	80 ml	6	6	8057592521606	18057592521603	28057592521600
18	7DAYS MY BEAUTY WEEK Facial peeling jelly JELLY, 80 ml	Face	80 ml	6	6	8057592521613	18057592521610	28057592521617
19	7DAYS MY BEAUTY WEEK Purifying clay face mask CICA RECOVER, 80 ml	Face	80 ml	6	6	8057592521620	18057592521627	28057592521624
20	7DAYS MY BEAUTY WEEK Soothing face gel SKIN MEDITATION, 80 ml	Face	80 ml	6	6	8057592521637	18057592521634	28057592521631
21	7DAYS MY BEAUTY WEEK Sleeping face mask MILKY DREAMS, 80 ml	Face	80 ml	6	6	8057592521644	18057592521641	28057592521648

N° SKU	Product name	Category	Volume/Weight	Number of items in a showbox	Number of items in a tarebox	Individual barkode	Showbox barkode	Tarebox barkode
	7DAYS MY BEAUTY WEEK FACE MASSAGERS							
22	7DAYS MY BEAUTY WEEK V-shaping facial lifting concentrate COLLAGEN, 40 ml	Face	40 ml	24	24	8057592521651	18057592521658	28057592521655
23	7DAYS MY BEAUTY WEEK V-shaping facial anti-age concentrate HYALURONIC, 40 ml	Face	40 ml	24	24	8057592521668	18057592521665	28057592521662
24	7DAYS MY BEAUTY WEEK Neck and decollete firming&lifting concentrate COLLAGEN, 80 ml	Face and Body	80 ml	6	24	8057592521675	18057592521672	28057592521679
25	7DAYS MY BEAUTY WEEK Neck and decollete anti-age moisturizing concentrate HYALURONIC, 80 ml	Face and Body	80 ml	6	24	8057592521682	18057592521689	28057592521686
26	7DAYS MY BEAUTY WEEK Firming&lifting eye concentrate COLLAGEN, 18 ml	Face	18 ml	6	24	8057592521699	18057592521696	28057592521693
27	7DAYS MY BEAUTY WEEK Anti-wrinkle moisturizing eye concentrate HYALURONIC, 18 ml	Face	18 ml	6	24	8057592521705	18057592521702	28057592521709
	7DAYS MY BEAUTY WEEK ANTI-CELLULITE							
28	7DAYS MY BEAUTY WEEK Anti-cellulite cooling body gel ICEICE, 130 ml	Body	130 ml	24	24	8057592521828	18057592521825	28057592521822
29	7DAYS MY BEAUTY WEEK Anti-cellulite contouring body cream NAKED, 130 ml	Body	130 ml	24	24	8057592521835	18057592521832	28057592521839
30	7DAYS MY BEAUTY WEEK Anti-cellulite body cream-oil BRAZIL, 130 ml	Body	130 ml	24	24	8057592521842	18057592521849	28057592521846
31	7DAYS MY BEAUTY WEEK Anti-cellulite warming body cream CHILE, 130 ml	Body	130 ml	24	24	8057592521859	18057592521856	28057592521853

PARTNERSHIP & ORDERS

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