

ABOUT US

7DAYS - SHOWS STRONG YEAR-OVER-YEAR GROWTH MOMENTUM SINCE 2019

000 000 Including all 7DAYS affiliated companies 2019 2020 2022 2023 202 34 000 Π POINTS OF SALE **EMPLOYEES** MORE THEN

COUNTRIES OF PRESENCE

LU SKU

GEOGRAPHY OF SALES

Libya



34 000 POS

Points of sales in 44 countries

2019	2020	2021-2022	2023-2024
Italy	United Kingdom	Austria	USA
Spain	Sweden	France	UAE
Greece	Netherlands	Germany	Qatar
	Australia	Irland	Turkey
	Portugal	Norway	-
	Cyprus	Czech Republic	
Georgia	Croatia	Hungary	Belgium
Kazakhstan	Bulgaria	Latvia	Denmark
Kyrgyzstan	Romania	Slovakia	Finland
Belarus	Poland	Montenegro	
Russia	Lithuania		Kosovo
	Estonia		Moldova
	Serbia		
	Ukraine		Peru
	Azerbaijan		

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DAY

PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS

RETAIL CHAINS

MASOUE MY DAY



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STRONG MARKETING Support

BENEFITS

OF WORKING WITH 7DAYS

ATTRACTIVE DESIGNS, TRADE Equipment, influence and trade Marketing

HIGH QUALITY OF Products

VEGAN SOCIETY AND CPNP CERTIFICATES. GREEN DOT, CRUELTY-FREE AND ECO-FRIENDLY TRADEMARKS

FLEXIBLE LOGISTICS Solutions

WAREHOUSE IN RIGA (LATVIA), OFFICE AND SHOWROOM IN BOLOGNA (ITALY)

WORLDWIDE Company

THE COMPANY IS REGISTERED IN ITALY (SOFIS S.R.L.), UAE (SOFIS TRADE – FZCO) AND THE USA (SOFIS LLC)





BEAUTY WEEK

COMPLEX SKIN CARE FOR EACH DAY OF THE WEEK

BEAUTY WEEK



COMPLEX SKIN CARE FOR EACH DAY OF THE WEEK





THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM

STEP SKIN RENEWAL SYSTEM

7005 ACID SHEET FACE MASE PLANT ORIGIN 831 ARA VS. - BHA ACIDS

FACE MASK ACID AHA 5% + BHA STEP 1: EXFOLIATING

25 G | 8056234472856





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FACE MASK CLAY KAOLIN + SEAWEED STEP 2: CLEANSING 12 G | 8056234472863



FACE MASK HYALURONIC ACID + SQUALANE STEP 3: RECOVERING 25 G | 8056234472870

SOS SHEE

FACE MASK

PLANT

ORIGIN

PROFESSIONAL **COMPLEX CARE SET**

1X12 G, 2X25 G | 8057592521934

DETOX

THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM

SKIN **EXFOLIATION 1 STEP**

ACTIVE INGREDIENTS

• AHA 5%: GLYCOLIC, MALIC, TARTARIC, CITRIC ACID

• BHA 2%: SALICYLIC ACID

· MORINGA, MANGO, PAPAYA, LEMON, GRAPEFRUIT

EXTRA CLEANSING

2 STEP

ACTIVE INGREDIENTS · CLAY: KAOLIN,

MONTMORILLONITE • SEAWEED: LAMINARIA POWDER, FUCUS EXTRACT



SQUALANE

HYDRATION

S" NATUR





REMOVES KERATINIZED CELLS INCREASES SKIN ELASTICITY AND FIRMNESS SMOOTHES AND IMPROVES SKIN TONE PREPARES THE SKIN FOR INTENSIVE CARE

APPLICATION RESULTS

PROVIDES ANTIOXIDANT EFFECT HYDRATES, INCREASES SKIN FIRMNESS ACTIVATES INTRACELLULAR PROCESSES TIGHTENS PORES, REDUCES OILY SHINE

WGREDIE

RESTORES SKIN LIPID BARRIER SOOTHES, NOURISHES, RELIEVES IRRITATION REMOVES THE FEELING OF SKIN TIGHTNESS DEEPLY MOISTURIZES AND LIFTS UP THE SKIN





FIBER TENCEL® IS MADE OF **EUCALYPTUS**

WOOD BIODEGRADABLE

 ABSORBS LIKE COTTON, SOFTER THAN SILK AND COOLER THAN LINEN

SMOOTH AND SILKY SURFACE

EXPOSURE TIME

1. 5 MINUTES 2. 10-15 MINUTES 3. 10-15 MINUTES



GO VEGAN

SHEET FACE MASKS INSPIRED BY THE COLOR DIET

GO VEGAN

SHEET FACE MASKS INSPIRED BY THE COLOR DIET



'DAY

GO VEGAN SHEET MASKS ARE NOT TESTED ON ANIMALS AND DO NOT CONTAIN INGREDIENTS OF ANIMAL ORIGIN, SUPPORTING THE MOVEMENT AGAINST CRUELTY

GIFT SET LARGE HEALTHY WEEK COLOR DIET

7X25 G | 8056234471798

GIFT SET HEALTHY WEEK COLOR DIET







FACE MASK WHITE DAY OAT AND ALMOND OILS COCONUT AND AVOCADO NUTRITION, REPULPING, ENERGY 25 G | 8056234470005

PEAR, ALMOND OIL AND BANANA MOISTURIZING, ANTISTRESS, NUTRITION

25 G | 8056234470012

FACE MASK

VITAMIN SPLASH, TONE ALIGNMENT 25 G | 8056234470029

FACE MASK

BROCCOLI, ROSEMARY, CUCUMBER

GREEN DAY

AND VITAMIN E

BLUEBERRY, PLUM, FIG AND HYALURONIC ACID REPULPING, NUTRITION, ANTISTRESS 25 G | 8056234470036

FACE MASK

FACE MASK PINK DAY POMEGRANATE, MANGOSTEEN, PAPAYA AND LYCHEE RADIANCE, TONING UP, FRESHNESS

JUST THE IT EASY

Ar

No Repulping

25 G | 8056234470043

YoU MR PARTY STA

EGAN

DAD Radiance

Nº5 PINK DAY

25 G | 8056234470050

AND GINGER

FACE MASK

TOMATO, BEETROOT, LAMINARIA

TONE ALIGNMENT, MOISTURIZING

CANDY SHOP

HEALTHY DESSERT FOR YOUR SKIN WITH ZERO CALORIES. JUST DON'T EAT IT!



ANIMAL MASKS







'DA'

GIFT SET OF FACE MASKS FUNNY BEAUTY SET

4X28 G | 4607154699140



SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE

MY BEAUTY WEEK



SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



SOUTH KOREA IS THE MAIN SKINCARE DEVELOPER AND MANUFACTURER IN THE GLOBAL BEAUTY MARKET

INNOVATIVE TECHNOLOGIES AND K-BEAUTY Developments make my beauty week a worldwide trendsetter $\textcircled{\otimes}$

TRENDING MASSAGERS AND CRYO-APPLICATORS BECOME A GLOBAL TREND AND GAIN POPULARITY

SURGE TO A TOP-2 PLACE IN Rapidly growing face care Formats compared to 2023

INNOVATIVE FORMULAS WITH ACTIVE COMPONENTS MAKE DOUBLE CARE FOR 100% EFFECTIVE RESULTS

INCORPORATING INGREDIENTS WITH A 165% SURGE IN CUSTOMER POPULARITY: Hyaluronic Acid, Collagen, Centella Asiatica, Aha, Soda, Kaolin

UNFORGETTABLE Experience Addressing The Most In-Demand Skin Care Needs

PROVIDING SOLUTIONS FOR ANTI-AGING, Lifting, Moisturizing, Nourishing, and Revitalizing effects

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



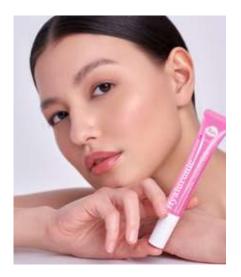
COLLAGEN 100% RECOGNIZABLE TOP MONOCOMPONENT



EYE CONCENTRATE COLLAGEN COLLAGEN. COFFEE ANTI-PUFY EYES AND SIGNS OF FATIGUE 18 ML | 8057592521699

MY BEAUTY WEEK

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



HYALURON 100% RECOGNIZABLE TOP MONOCOMPONENT



EYE CONCENTRATE HYALURONIC ACID. VITAMIN C ANTI-DARK CIRCLES AND WRINKLES 18 ML | 8057592521705



G FACE CREAM VITAMIN C VITAMIN C RADIANCE AND NOURISHMENT 50 ML I 8056234472801



FACE SERUM VITAMIN C VITAMIN C ELIXIR RADIANCE AND EVEN SKIN TONE 20 ML | 8057592521514



SCRUB MASK 2IN1 DETOX SKIN CLAY ZINC CLEANSING, DETOX AND MATHEYING 50 ML | 8056234472962



FACE SERUM MILKY BOOST SOUALANE HYDRATION AND RECOVERY 20 ML | 8057592521507











FACE&NECK CREAM MASSAGER Hyaluronut Hyaluronut Anth-Age, Hydrafton And Fighting Wirkles

80 ML | 8057592521682





40 ML | 8057592521668



NEW LAUNCH 2024 | NEW BESTSELLERS

MY BEAUTY WEEK



NEW LAUNCH 2024 | NEW BESTSELLERS





EYE CONCENTRATE CREAM MASSAGER VITAMIN C

VITAMIN C, OIL COMPLEX RADIANCE, LIFTING AND BRIGHTENING

18 ML | 8055304762019



FACE&NECK Cream Massager Vitamin C

VITAMIN C, OIL COMPLEX RADIANCE, LIFTING AND BRIGHTENING

80 ML | 8055304761951



FACEGNECK Cream Massager Vitamin C

VITAMIN C, OIL COMPLEX RADIANCE, LIFTING AND NOURISHING

40 ML | 8055304761906



EYE CONCENTRATE CREAM MASSAGER Retinol

RETINOL, HYALURONIC ACID ANTI-AGE, LIFTING AND ANTI-WRINKLE

18 ML | 8055304762002



EYE CONCENTRATE Cream Massager Retinol

RETINOL, HYALURONIC ACID ANTI-AGE, LIFTING AND ANTI-WRINKLE

80 ML | 8055304761968



EYE CONCENTRATE Cream Massager Retinol

RETINOL, HYALURONIC ACID ANTI-AGE, LIFTING AND ANTI-WRINKLE

40 ML | 8055304761913

NEW LAUNCH 2024 | NEW BESTSELLERS



MY BEAUTY WEEK

NEW LAUNCH 2024 | NEW BESTSELLERS









EYE CONCENTRATE

CREAM MASSAGER

NIACINAMIDE, HYALURONIC ACID ANTI-AGE, MOISTURIZING

80 ML | 8055304761999

NIACINAMIDE

AND DE-PIGMENTATION



CREAM MASSAGER CERAMIDE, PANTHENOL Nourishing, Repairing AND Barrier Protection 80 ML | 8057592521675





40 ML | 8055304761920



EYE CONCENTRATE **CREAM MASSAGER** PEPTIDE PEPTIDE. COLLAGEN LIFTING, ANTI-AGE AND NOURISHING

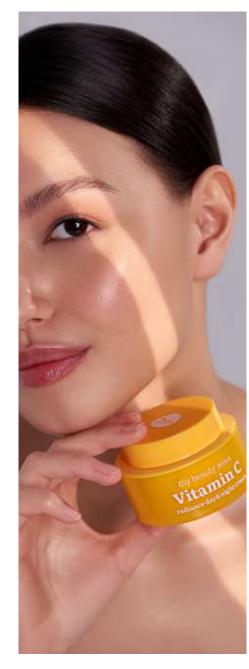
40 ML | 8055304761937





NIACINAMIDE, HYALURONIC ACID ANTI-AGE, MOISTURIZING AND DE-PIGMENTATION

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE





my beauty week Avocado Squash

FACE MASK

AVOCADO OIL

SKIN TONE

AVOCADO SOUASH

NOURISHES, HYDRATES, EVENS

50 ML | 8056234472788

Aqua Infusion

FACE MASK **AOUA INFUSION**

HYALURONIC ACID HYDRATES, PROVIDES ELASTICITY, SMOOTHES WRINKLES

50 ML | 8056234472740



FACE FOAM

ALOE VERA GENTLY CLEANSES, FIGHTS IMPERFECTIONS

50 ML | 8056234472771





SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



Green

Power

FACE SERUM

GREEN POWER

VITAMIN E Nourishes, moisturizes, Anti-age effect

20 ML | 8057592521569



FACE SERUM

COLLAGEN LIFTING EFFECT, SMOOTHES WRINKLES, INCREASES ELASTICITY

20 ML | 8057592521545



FACE SERUM B3+ZN

ZINC FIGHTS IMPERFECTIONS, SHRINKS PORES, MATTIFIES

20 ML | 8057592521552



FACE SERUM HA+H20

HYALURONIC ACID DEEPLY MOISTURIZES, INCREASES FIRMNESS AND ELASTICITY

20 ML | 8057592521521



FACE SERUM AHA+BHA

AHA + BHA DEEPLY CLEANSES, FIGHTS WRINKLES AND ACNE SCARS

20 ML | 8057592521576

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE









80 ML | 8057592521637

MY BEAUTY WEEK



SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



SMART CARE 24/7 | INTELLIGENT BEAUTY CONSTRUCTOR

MY BEAUTY WEEK

7days

SMART CARE 24/7 | INTELLIGENT BEAUTY CONSTRUCTOR





PEELING PADS EXFOLIATING

AHA + VITAMIN C Exfoliates, hydrates, Tones, mattifies skin

50 PCS | 150 ML | 8053617420299



PEELING PADS Miracle Refining

AHA + BHA + PHA + LHA REFINES, HYDRATES, EVENS OUT TONE

50 PCS | 150 ML | 8053617420305



PEELING PADS DEEP CLEANSING

BHA + CICA DEEPLY CLEANSES, SHRINKS PORES, MATTIFIES

50 PCS | 150 ML | 8053617420312



PEELING PADS Gently Refining

PHA + ICE Gently Refines, cooling And Pore Minimizing Effect

50 PCS | 150 ML | 8053617420329

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



MATCH FOR Your skin

HYALURONIC MASK 21N1 AQUA INFUSION | 50 ML Hyaluronic Serum Ha+H20 | 20 ML

MY BEAUTY WEEK



SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



GIFT SET FALL IN LOVE WITH YOUR SKIN

CLAY PEEL MASK 2IN1 DETOX SKIN | 50 ML REVITALIZING SERUM MILKY BOOST | 20 ML 8057592523044



GIFT SET WORK OUT FOR YOUR SKIN

COLLAGEN CREAM WHIPPED SOUFFLE | 50 ML LIFTING SERUM COLLAGEN DROPS | 20 ML 8057592523082



GIFT SET JUST DROP VITAMIN BOMB

RADIANCE DAY&NIGHT CREAM VITAMIN C | 50 ML RADIANCE SERUM+TONER VITAMIN C ELIXIR | 20 ML 8057592523051



GIFT SET LET`S GET UPDATE

SOS CREAM PEACH VELVET | 50 ML EXFOLIATING SERUM AHA+BHA | 20 ML 8057592523112



GIFT SET MATTIFYING PARADISE

MOUSSE CLEANSER SEA FOAM | 50 ML OIL CONTROL SERUM B3+ZN | 20 ML 8057592523099



GIFT SET GOOD SUPERFOOD

NOURISHING SLEEPING MASK AVOCADO SQUASH | 50 ML NOURISHING OIL SERUM GREEN POWER | 20 ML 8057592523105

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR BODY

MY BEAUTY WEEK



SMART CARE 24/7 | INTELLIGENT BEAUTY CONSTRUCTOR





FOOT CARE

NEW LAUNCH 2024 | FOOT MASKS

FOOT CARE



NEW LAUNCH 2024 | FOOT MASKS

MOISTURIZING

HAS REFRESHING EFFECT

REVITALIZES HARD AND DRY FOOT SKIN
GIVES A SOOTHING EFFECT

50 PCS | 150 ML | 8055304762064

FOOT MASK







PROFESSIONAL PEELING FOOT MASK

• SALON PRO-EFFECT • EXTRA EXFOLIATION • NOURISHING AND MOISTURIZING

50 PCS | 150 ML | 8055304762071

STORE EQUIPMENT

EXCLUSIVELY BY 7DAYS

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7DAYS my III















STORE EQUIPMENT

EXCLUSIVELY BY 7DAYS









STORE EQUIPMENT



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STORE EQUIPMENT

EXCLUSIVELY BY 7DAYS









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