



TRAINING MATERIALS

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SOFIS SRL WORLDWIDE PRESENCE

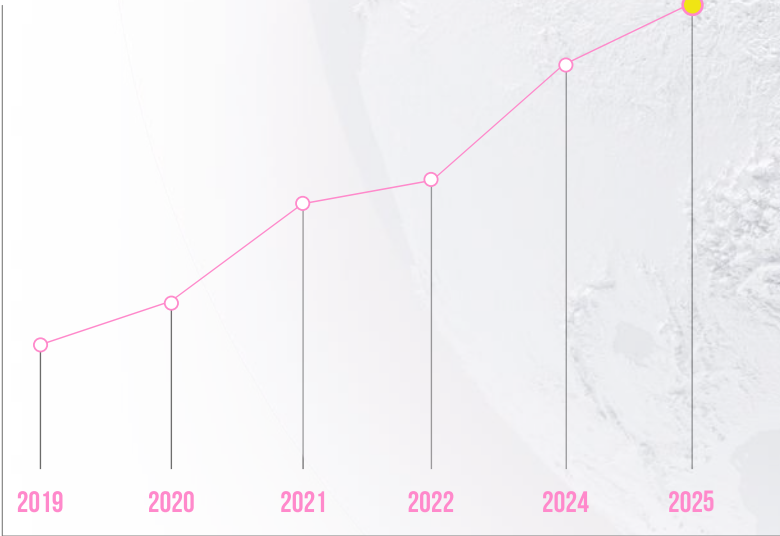


7DAYS — SHOWS STRONG YEAR-OVER-YEAR GROWTH MOMENTUM SINCE 2019 GLOBAL BRAND

52 COUNTRIES OF PRESENCE



45 000 000 €
TURNOVER OF 7DAYS GROUP



2019-2020	2021-2022	2023	2024-2025
Italy	Croatia	USA	Slovenia
Spain	Bulgaria	UAE	Peru
Greece	Romania	Qatar	Mexico
Georgia	Poland	Turkey	Panama
Kazakhstan	Lithuania	Kuwait	Egypt
Kyrgyzstan	Estonia	Belgium	New Zealand
United Kingdom	Armenia	Denmark	Albania
Sweden	Serbia	Finland	Lebanon
Netherlands	Ukraine	Switzerland	Saudi Arabia
Australia	Azerbaijan	Malta	Columbia
Portugal			
Cyprus			

36 000
POINTS OF SALE

300
EMPLOYEES

MORE THAN
700 SKU



PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS

RETAIL CHAINS



PHARMACY RETAILERS



E-COMMERCE



BENEFITS

OF WORKING WITH 7DAYS

7DAYS



STRONG MARKETING SUPPORT

EYE CATCHING DESIGNS, HIGH-QUALITY TRADE EQUIPMENT, IMPACTFUL INFLUENCE STRATEGIES, AND EFFECTIVE TRADE PROMOTIONS



HIGH-QUALITY PRODUCTS

CERTIFIED BY VEGAN SOCIETY AND CPNP, FEATURING GREEN DOT, CRUELTY-FREE, AND ECO-FRIENDLY TRADEMARKS



FLEXIBLE LOGISTICS SOLUTIONS

WAREHOUSES IN USA, EU, UAE



WORLDWIDE COMPANY

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



7DAYS MY BEAUTY WEEK

SMART CARE 24/7 FOR FACE AND BODY

7DAYS



7DAYS MY BEAUTY WEEK

BRAND VALUES



INNOVATION

50% OF THE PRODUCTS FEATURE 3D MASSAGERS — A COMBINATION OF EFFECTIVE SKINCARE AND FACIAL MASSAGE

TECHNOLOGY

NEXT-GENERATION SOUTH KOREAN SKINCARE SCIENCE

EXCLUSIVITY

THE MOST SOUGHT-AFTER SOLUTIONS FOR ANTI-AGING, LIFTING, HYDRATION, AND NOURISHMENT OF THE SKIN

EFFECTIVENESS

INNOVATIVE SINGLE INGREDIENTS IN HIGH CONCENTRATIONS

7DAYS MY BEAUTY WEEK

BRAND MISSION

TO DEVELOP SAFE AND EFFECTIVE SKINCARE FOR FACE AND BODY, BLENDING CUTTING-EDGE K-BEAUTY INNOVATIONS WITH PROVEN CLINICAL RESULTS



3D CREAM MASSAGERS



7DAYS MY BEAUTY WEEK

INNOVATIVE 3D MASSAGER



3D MASSAGER FACE FIT

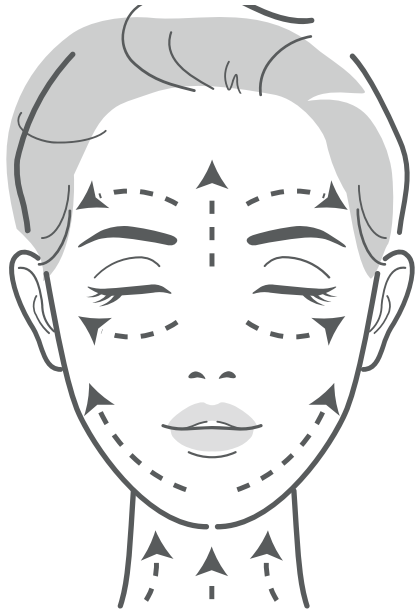
BOOSTS ABSORPTION OF ACTIVE INGREDIENTS INTO THE SKIN

- ACTIVATES FACIAL MUSCLES, BOOSTING TONE AND RADIANCE
- VISIBLY LIFTS AND DEFINES FACIAL CONTOURS
- SMOOTHS THE APPEARANCE OF FINE LINES AND WRINKLES
- REDUCES PUFFINESS AND HELPS REFINE THE JAWLINE
- IMPROVES SKIN FIRMNESS FOR A MORE SCULPTED LOOK



7DAYS MY BEAUTY WEEK

RECOMMENDATIONS FOR USING THE 3D MASSAGER



MASSAGE TECHNIQUE

MASSAGE THE SKIN ALONG THE MASSAGE LINES — FROM BOTTOM TO TOP AND FROM THE CENTER OUTWARD TO THE CONTOURS. PERFORM THE MASSAGE DAILY FOR **10-15 MINUTES**

TO OPEN THE PACKAGING – TURN THE MASSAGER COUNTERCLOCKWISE

TO CLOSE THE PACKAGING – TURN IT CLOCKWISE



7DAYS MY BEAUTY WEEK 64 SKUs

7DAYS

**FACE & EYE
CREAM 3D
MASSAGER**
17 SKUs



**FACE
SERUMS**
7 SKUs



**FACE CREAMS
AND MASKS**
7 SKUs



**PILLING
PADS**
4 SKUs



**INTENSIVE
FACE CARE**
7 SKUs



**SMART
FACE FORMAT**
7 SKUs



**ANTI-CELLULITE
BODY MASSAGERS**
4 SKUs



**BODY
CREAMS**
4 SKUs



**DRY
SHAMPOO**
7 SKUs



7DAYS MY BEAUTY WEEK



KEY INGREDIENTS

HYALURONIC ACID

- DEEPLY HYDRATES AND NOURISHES
- IMPROVES SKIN FIRMNESS, ELASTICITY, AND DENSITY
- SMOOTHS FINE LINES AND WRINKLES
- REJUVENATES AND PROVIDES A LIFTING EFFECT

COLLAGEN

- SMOOTHS WRINKLES AND FINE LINES
- ENHANCES SKIN FIRMNESS AND ELASTICITY
- REVITALIZES AND REJUVENATES THE SKIN
- EVENS AND BRIGHTENS SKIN TONE

RETINOL

- STIMULATES COLLAGEN AND ELASTIN PRODUCTION
- REDUCES WRINKLES AND FINE LINES
- BRIGHTENS PIGMENTATION AND EVENS OUT SKIN TONE
- REVITALIZES AND REGENERATES THE SKIN

VITAMIN C

- BRIGHTENS THE SKIN AND EVENS OUT TONE
- REDUCES PIGMENTATION AND POST-ACNE MARKS
- PROVIDES ANTIOXIDANT PROTECTION AND NEUTRALIZES FREE RADICALS
- ENHANCES RADIANCE AND REFINES SKIN TEXTURE

CERAMIDES

- RESTORE THE SKIN BARRIER AND LOCK IN MOISTURE
- SOOTHE IRRITATION, REDUCING REDNESS AND INFLAMMATION
- PROVIDE LONG-LASTING HYDRATION
- ENHANCE ELASTICITY, SOFTNESS, AND FIRMNESS

PEPTIDES

- SUPPORT CELL REGENERATION AND TISSUE REPAIR
- REDUCE WRINKLE DEPTH AND REFINES SKIN TEXTURE
- DELIVER DEEP HYDRATION AND STRENGTHEN THE BARRIER
- ENHANCE ELASTICITY AND RESILIENCE TO AGING

AHA & BHA ACIDS

- GENTLY EXFOLIATE DEAD SKIN CELLS AND SMOOTH TEXTURE
- BRIGHTEN THE COMPLEXION AND REDUCE PIGMENTATION
- STIMULATE CELL RENEWAL AND IMPROVE RADIANCE
- DEEPLY CLEANSE PORES AND REDUCE EXCESS OIL

NIACINAMIDE

- REDUCES INFLAMMATION, ACNE, REDNESS, AND IRRITATION
- BRIGHTENS PIGMENTATION AND EVENS SKIN TONE
- IMPROVES SKIN TEXTURE, FIRMNESS, AND SMOOTHNESS
- REGULATES SEBUM PRODUCTION AND CONTROLS SHINE

FACIAL CARE. CLEANSING & TONING

7DAYS MY BEAUTY WEEK

7DAYS



BESTSELLER



FACE FOAM SEA FOAM

ALOE VERA

Gently cleanses and helps reduce imperfections

Skin Type: Suitable for all skin types
Recommended Age: 25+

50 ml | 8056234472771



BESTSELLER



CLEANSER FOAM IT

BERRY EXTRACTS

Purifies, hydrates, and tightens pores

Skin Type: Suitable for all skin types
Recommended Age: 25+

80 ml | 8057592521583



PEELING PADS DEEP CLEANSING

BHA + CICA

Deep cleansing, pore-minimizing, and mattifying

Skin Type: All skin types, especially oily and combination
Recommended Age: 25+

50 pcs | 150 ml | 8053617420312



BESTSELLER



PEELING PADS MIRACLE REFINING

AHA + BHA + PHA + LHA

Refines skin texture, hydrates, and evens skin tone

Skin Type: All skin types, especially acne-prone and problematic skin
Recommended Age: 25+

50 pcs | 150 ml | 8053617420305



BESTSELLER



PEELING PADS EXFOLIATING

AHA + VITAMIN C

Exfoliates, hydrates, tones, and mattifies

Skin Type: All skin types, especially dull and pigmented skin
Recommended Age: 25+

50 pcs | 150 ml | 8053617420299



PEELING PADS GENTLY REFINING

PHA + ICE

Gentle refining with cooling and pore-tightening effect

Skin Type: All skin types, especially mature or age-affected skin
Recommended Age: 25+

50 pcs | 150 ml | 8053617420329

PEELING PADS 7DAYS MY BEAUTY WEEK

PEELING PADS — SMART EXFOLIATION FOR GLOWING SKIN

7DAYS

Our peeling pads are not makeup removers — they're a daily ritual for refining skin texture, clearing pores, and enhancing your glow. Infused with powerful actives like AHA, BHA, PHA, and soothing botanical extracts, each pad delivers gentle yet effective exfoliation

WHAT THEY DO:

- REMOVE DEAD SKIN CELLS
- IMPROVE ABSORPTION OF SERUMS AND CREAMS
- REFINE SKIN TONE AND TEXTURE
- MINIMIZE PORES AND HELP WITH BREAKOUTS

Use on clean, dry skin — after cleansing, before toner or serum.
Perfect for daily use or 2-3 times a week depending on your skin type



150 ML



50 PCS

=



CLEAN SKIN



TWEEZERS
INCLUDED



BIG FORMAT
50 PCS



ADVANCED FACIAL TREATMENT

7DAYS MY BEAUTY WEEK



BESTSELLER



BESTSELLER



BESTSELLER



FACE SCRUB SODA

ZINC + VITAMIN C
Exfoliates and combats imperfections

Skin Type: All skin types, especially oily and combination
Recommended Age: 25+

80 ml | 8057592521590



FACE PEELING JELLY

PAPAYA + MANGO + PEACH
Cleanses, brightens skin tone, softens

Skin Type: All skin types, especially dull and pigmented
Recommended Age: 25+

80 ml | 8057592521613



FACE MASK MILKY DREAMS

ALMOND + VITAMIN E
Nourishes, regenerates, reduces wrinkles

Skin Type: All skin types
Recommended Age: 25+

50 ml | 8056234472771



CLAY MASK CICA RECOVER

CENTELLA + ZINC
Fights acne, blackheads, oily shine

Skin Type: All skin types, especially oily and combination
Recommended Age: 25+

80 ml | 8057592521613



FACE MASK TRUE LOVE

BAMBOO + CUCUMBER
Hydrates, increases elasticity, soothes

Skin Type: All skin types, especially mature or with age-related changes
Recommended Age: 25+

80 ml | 8057592521606

ADVANCED FACIAL TREATMENT

7DAYS MY BEAUTY WEEK

7DAYS



FACE MASK AVOCADO SQUASH

AVOCADO OIL
Nourishes, hydrates, evens skin tone

Skin Type: All skin types, especially mature or with age-related changes
Recommended Age: 25+

50 ml | 8056234472788



SCRUB MASK 2IN1 DETOX SKIN

CLAY, ZINC
Deep cleansing, detox, and mattifying

Skin Type: All skin types, especially oily and combination
Recommended Age: 25+

50 ml | 8056234472962



FACE MASK AQUA INFUSION

HYALURONIC ACID
Hydrates, improves elasticity, smooths wrinkles

Skin Type: All skin types
Recommended Age: 25+

50 ml | 8056234472740

FACIAL CARE. EYE CREAMS WITH 3D MASSAGER

7DAYS MY BEAUTY WEEK

7DAYS



BESTSELLER



EYE CONCENTRATE CREAM MASSAGER VITAMIN C

VITAMIN C + OIL COMPLEX
Boosts radiance, lifts, and brightens the eye area

Skin Type: All skin types
Recommended Age: 25+

18 ml | 8055304762019



BESTSELLER



EYE CONCENTRATE CREAM MASSAGER RETINOL

RETINOL + HYALURONIC ACID
Anti-aging, lifting, and wrinkle-reducing formula

Skin Type: All skin types
Recommended Age: 25+

18 ml | 8055304762002



EYE CONCENTRATE CREAM MASSAGER HYALURON

HYALURONIC ACID + VITAMIN C
Reduces dark circles and wrinkles

Skin Type: All skin types
Recommended Age: 25+

18 ml | 8057592521705



EYE CONCENTRATE CREAM MASSAGER COLLAGEN

COLLAGEN + COFFEE EXTRACT
Fights puffiness and signs of fatigue

Skin Type: All skin types
Recommended Age: 25+

18 ml | 8057592521699

FACIAL CARE. FACE & NECK CREAMS WITH 3D MASSAGER

7DAYS

7DAYS MY BEAUTY WEEK

BESTSELLER



FACE & NECK CREAM MASSAGER RETINOL

RETINOL + HYALURONIC ACID
Anti-aging, lifting, and wrinkle reduction

Skin Type: All skin types, especially mature and age-affected
Recommended Age: 35+

40 ml | 8055304761913



FACE & NECK CREAM MASSAGER VITAMIN C

VITAMIN C + OIL COMPLEX
Boosts radiance, lifts, and nourishes

Skin Type: All skin types, especially dull and pigmented
Recommended Age: 25+

40 ml | 8055304761906

BESTSELLER



FACE & NECK CREAM MASSAGER HYALURONIC

HYALURONIC ACID + VITAMIN B3
Anti-aging, sculpts facial contours, deeply hydrates

Skin Type: All skin types
Recommended Age: 25+

40 ml | 8057592521668

BESTSELLER



FACE & NECK CREAM MASSAGER COLLAGEN

COLLAGEN + SEAWEED
Contours the face and delivers a firming lift

Skin Type: All skin types
Recommended Age: 25+

40 ml | 8057592521651



FACE & NECK CREAM MASSAGER CERAMIDE

CERAMIDE + OIL COMPLEX
Nourishes, repairs, and protects the skin barrier

Skin Type: All skin types
Recommended Age: 25+

40 ml | 8055304761920



FACE & NECK CREAM MASSAGER PEPTIDE

PEPTIDE + VITAMIN E
Lifting, anti-aging, and deeply nourishing

Skin Type: All skin types
Recommended Age: 25+

40 ml | 8055304761937



FACIAL CARE. FACE & NECK CREAMS WITH 3D MASSAGER

7DAYS MY BEAUTY WEEK

7DAYS

BESTSELLER



FACE & NECK CREAM MASSAGER RETINOL

RETINOL + HYALURONIC ACID
Anti-aging, lifting, and wrinkle reduction

Skin Type: All skin types, especially mature and age-affected
Recommended Age: 35+

80 ml | 8055304761968



FACE & NECK CREAM MASSAGER VITAMIN C

VITAMIN C + OIL COMPLEX
Radiance-boosting, lifting, and brightening

Skin Type: All skin types, especially dull and pigmented
Recommended Age: 25+

80 ml | 8055304761951

BESTSELLER



FACE & NECK CREAM MASSAGER NIACINAMIDE

NIACINAMIDE + HYALURONIC ACID
Anti-aging, moisturizing, and reduces pigmentation

Skin Type: All skin types, especially dull and pigmented
Recommended Age: 25+

80 ml | 8055304761999

BESTSELLER



FACE & NECK CREAM MASSAGER HYALURONIC

HYALURONIC ACID + VITAMIN B3
Anti-aging, deeply hydrating, and wrinkle-fighting

Skin Type: All skin types
Recommended Age: 25+

80 ml | 8057592521682

BESTSELLER



FACE & NECK CREAM MASSAGER COLLAGEN

COLLAGEN + SEAWEED
Anti-aging, moisturizing and reduces pigmentation

Skin Type: All skin types
Recommended Age: 25+

80 ml | 8055304761999



FACE & NECK CREAM MASSAGER CERAMIDE

CERAMIDE + OIL COMPLEX
Nourishing, repairing, and barrier protection

Skin Type: All skin types
Recommended Age: 25+

80 ml | 8057592521675



FACE & NECK CREAM MASSAGER PEPTIDE

PEPTIDE + VITAMIN E
Lifting, anti-aging and nourishing

Skin Type: All skin types
Recommended Age: 25+

80 ml | 8055304761982

3D MASSAGER
PROVIDES A DEEPER PENETRATION OF
ACTIVE INGREDIENTS INTO THE SKIN



FACIAL CARE. FACE CREAMS

7DAYS MY BEAUTY WEEK

7DAYS



FACE CREAM VITAMIN C

VITAMIN C
Boosts radiance and nourishes the skin

Skin Type: All skin types, especially dull and pigmented
Recommended Age: 25+

50 ml | 8056234472801



FACE CREAM PEACH VELVET

PANTHENOL
Recovers, nourishes, and soothes

SKIN TYPE: ALL SKIN TYPES
RECOMMENDED AGE: 25+

50 ml | 8056234472795



FACE CREAM WHIPPED SOUFFLE

COLLAGEN
Lifting effect, hydrates, and smoothes skin

Skin Type: All skin types
Recommended Age: 25+

50 ml | 8056234472757



UNIVERSAL GEL SKIN MEDITATION

ALOE VERA
Deeply moisturizes, soothes, and refreshes

Skin Type: All skin types
Recommended Age: 25+

80 ml | 8057592521637

FACIAL CARE. FACE SERUMS

7DAYS MY BEAUTY WEEK



FACE SERUM CERAMIDE ACTIVE 3%

CERAMIDE NP + NIACINAMIDE
Moisturizing and repairing

Skin Type: All skin types
Recommended Age: 25+

30 ml | 8055304763177



FACE SERUM HYALURON POWER 7%

HYALURONIC ACID + NIACINAMIDE
Anti-age and moisturizing

Skin Type: All skin types
Recommended Age: 25+

30 ml | 8055304763214



FACE SERUM PEPTIDE BOOST 2,3%

PEPTIDE COMPLEX + COLLAGEN WATER
Lifting and nourishing

Skin Type: All skin types
Recommended Age: 25+

30 ml | 8055304763184



FACE SERUM VITAMIN C BOOST 8%

ASCORBIC ACID + HYALURONIC ACID
Radiance and lifting

Skin Type: All skin types,
especially dull and pigmented
Recommended Age: 25+

30 ml | 8055304763221



FACE SERUM B3 8%, ZINMC 0,5%

NIACINAMIDE + ZINC
Even skin tone and anti age

Skin Type: All skin types,
especially dull and pigmented
Recommended Age: 25+

30 ml | 8055304731919



FACE SERUM COLLAGEN DROPS 4%

COLLAGEN WATER + SODIUM
HYALURONATE

Firming and lifting

Skin Type: All skin types
Recommended Age: 25+

30 ml | 8055304763238



FACE SERUM RETINOL LIFT 0,35%

RETINOL+ VITA COMPLEX
Hydrating and lifting

Skin Type: All skin types, especially
mature and age-affected
Recommended Age: 35+

30 ml | 8055304763207

FACIAL CARE. FACE SERUMS

7DAYS MY BEAUTY WEEK



7DAYS

BESTSELLER



FACE SERUM COLLAGEN DROPS

COLLAGEN
Lifting effect, smooths wrinkles, increases elasticity

Skin Type: All skin types
Recommended Age: 25+

20 ml | 8057592521545



FACE SERUM HA+H2O

HYALURONIC ACID
Deeply moisturizes, increases firmness and elasticity

Skin Type: All skin types
Recommended Age: 25+

20 ml | 8057592521521

BESTSELLER



FACE SERUM GREEN POWER

VITAMIN E
Nourishes, moisturizes, anti-age effect

Skin Type: All skin types
Recommended Age: 25+

20 ml | 8057592521569

BESTSELLER



FACE SERUM B3+ZN

ZINC
Fights imperfections, shrinks pores, mattifies

Skin Type: All skin types, especially oily and combination
Recommended Age: 25+

20 ml | 8057592521552

BESTSELLER



FACE SERUM AHA+BHA

AHA + BHA
Deeply cleanses, fights wrinkles and acne scars

Skin Type: All skin types, especially oily and combination
Recommended Age: 25+

20 ml | 8057592521576



FACE SERUM MILKY BOOST

SQUALANE
Nourishes, moisturizes, anti-age effect

Skin Type: All skin types
Recommended Age: 25+

20 ml | 8057592521507

BESTSELLER



FACE SERUM VITAMIN C ELIXIR

VITAMIN C
Radiance and even skin tone, firming and lifting

Skin Type: All skin types, especially oily and combination
Recommended Age: 25+

20 ml | 8057592521514



FACIAL CARE. TRAVEL SIZE

7DAYS MY BEAUTY WEEK



CREAM & MASK COLLAGEN

COLLAGEN + OIL COMPLEX
Lifting, firming and rejuvenating

Skin Type: All skin types
Recommended Age: 25+

7 g | 8053617422637



FACIAL SCRUB SODA

SODA + ZINC OXIDE
Cleansing, exfoliating,
mattifying and pore minimizing

Skin Type: All skin types,
especially oily and combination
Recommended Age: 25+

7 g | 8053617422675



FACE MASK CLAY

CLAY + ZINC
Cleansing, nourishing, lifting
and smoothing wrinkles

Skin Type: All skin types,
especially oily and combination
Recommended Age: 25+

7 g | 8053617422668



FACIAL FOAM PANTHENOL

PANTHENOL + ALOE
Cleansing, mattifying
and moisturizing

Skin Type: All skin types
Recommended Age: 25+

7 g | 8053617422651



CREAM & MASK PANTHENOL

PANTHENOL
+ OIL COMPLEX
Nourishing, smoothing,
elasticity

Skin Type: All skin types
Recommended Age: 25+

7 g | 8053617422651



CREAM & MASK HYALURONIC

HYALURONIC ACID
+ CAMELLIA
Moisturizing, nourishing,
elasticity

Skin Type: All skin types
Recommended Age: 25+

7 g | 8053617422682



CREAM & MASK VITAMIN C

VITAMIN C + OIL COMPLEX
Intensive hydration, radiance
and lifting

Skin Type: All skin types,
especially dull and pigmented
Recommended Age: 25+

7 g | 8053617422699

HAIR CARE. PROFESSIONAL DRY SHAMPOO

7DAYS MY BEAUTY WEEK

7DAYS



Mon.
professional
dry shampoo

**DRY SHAMPOO
X2 VOLUME
CLEAN & GO**

VITAMIN E + RICE STARCH
Deep cleansing and volume
boost for your hair

200 ml | 8053617422033



Tue.
professional
dry shampoo

**DRY SHAMPOO
& CONDITIONER
EXTRA FRESH**

VITAMIN E + RICE STARCH
Gentle cleansing and hair
care, feeling of freshness

200 ml | 8053617422040



Wed.
professional
dry shampoo

**DRY SHAMPOO
SUPER FRESH
VOLUME 24H**

VITAMIN E + RICE STARCH
24-hour volume, deep
cleansing and feeling
of freshness

200 ml | 8053617422057



Thu.
professional
dry shampoo

**DRY SHAMPOO
INVISIBLE
FOR BRUNETTE**

VITAMIN E + RICE STARCH
«No white residue»
formula, dizzying volume,
gently cleansing

200 ml | 8053617422064



Thu.
professional
dry shampoo

**DRY SHAMPOO
LONG-LASTING
3D VOLUME**

VITAMIN E + RICE STARCH
Eliminating oily sheen,
long-lasting 3D volume
until morning

200 ml | 8053617422071



Sat.
professional
dry shampoo

**DRY SHAMPOO
XXL VOLUME
CLEAN & STYLE**

VITAMIN E + RICE STARCH
Volumizing, styling
and providing all-day
feeling of freshness

200 ml | 8053617422088



Sun.
professional
dry shampoo

**DRY SHAMPOO
EXTRA CLEAN
SMOOTH & SILKY**

VITAMIN E + RICE STARCH
Deep cleansing without
overdrying hair, caring
and smoothing

200 ml | 8053617422095

BODY CARE. FIRING BODY CREAM

7DAYS MY BEAUTY WEEK

7DAYS



BODY CREAM CHERRY & SHEA

SWEET CHERRY OIL + SHEA BUTTER + CANNABIS OIL
Saturating skin with vitamins, nourishing, smoothing

250 ml | 8055304761852



BESTSELLER

BODY CREAM BANANA & SHEA

BANANA+ SHEA BUTTER + SWEET ALMOND OIL
Nourishing, lifting and reducing stretch marks

250 ml | 8055304761876



BODY CREAM BERRY & SHEA

BLACKBERRY + BLUEBERRY + RASPBERRY + OIL COMPLEX
Rejuvenating, softening and calming

250 ml | 8055304761869



BESTSELLER

BODY CREAM COCONUT & SHEA

COCONUT OIL + SHEA BUTTER
Moisturizing, smoothing and dryness protection

250 ml | 8055304761852

BODY CARE. ANTI-CELLULITE MASSAGER

7DAYS MY BEAUTY WEEK



BESTSELLER



**MASSAGE
CREAM 2in1
CHILE**

PEPPER + GINGER EXTRACTS
Fights cellulite, reduces fat
deposits, lifts up the skin

130 ml | 8057592521859



**MASSAGE
CREAM 2in1
NUDE**

SEAWEED + NIACINAMIDE
Fights cellulite, restores
body contours, hydrates

130 ml | 8057592521835



BESTSELLER



**MASSAGE
cream-oil 3in1
Brazil**

Brazil nut oil + caffeine
Fights cellulite and stretch
marks, lifts up the skin

130 ml | 8057592521842



**MASSAGE
gel 2in1
ICEICE**

MENTHOL + SEAWEED
Fights cellulite, improves
microcirculation

130 ml | 8057592521828



SKINCARE INGREDIENT RECOMMENDATIONS

7DAYS MY BEAUTY WEEK



DRY & DEHYDRATED SKIN:

For deep hydration and repair, look for Hyaluronic Acid, Collagen, Ceramides, and Niacinamide. They nourish, strengthen the skin barrier, and combat dryness and flaking

HYALURONIC ACID

COLLAGEN

CERAMIDES

NIACINAMIDE



PIGMENTATION & POST-ACNE MARKS:

For brightening and evening skin tone, choose AHA & BHA acids, Vitamin C, and Niacinamide. These ingredients effectively target pigmentation, post-acne marks, improve texture and radiance

AHA & BHA ACIDS

VITAMIN C

NIACINAMIDE



AGE-RELATED CONCERNS:

Fight wrinkles and loss of firmness with Retinol, Peptides, AHA acids, Vitamin C, and Niacinamide. They boost cell renewal, enhance elasticity, and even out skin tone

RETINOL

PEPTIDES

AHA ACIDS

VITAMIN C

NIACINAMIDE



OILY & COMBINATION SKIN:

Control shine and minimize pores with Niacinamide, Retinol, Zinc, AHA & BHA acids, and Kaolin. These help purify skin and prevent clogged pores

NIACINAMIDE

RETINOL

ZINC

AHA & BHA ACIDS

KAOLIN



SENSITIVE SKIN:

Soothe and reinforce with Ceramides, Hyaluronic Acid, and Niacinamide. These ingredients reduce irritation, restore the protective barrier, and provide comfort

CERAMIDES

HYALURONIC ACID

NIACINAMIDE

CARE FOR PIGMENTATION-PRONE & POST-ACNE SKIN



EVEN TONE. RADIANCE. SMOOTH TEXTURE

- Powered by potent actives — AHA & BHA acids, Vitamin C — clinically proven to gently exfoliate, accelerate cell renewal, and visibly reduce pigmentation for a radiant, even complexion
- Designed for a daily skincare ritual that is safe, vegan, and dermatologist-tested
- The result: naturally luminous, flawless skin — no filters needed



**EYE CONCENTRATE
CREAM MASSAGER**
VITAMIN C + OIL COMPLEX

18 ml | 8055304762019



**EYE CONCENTRATE
CREAM MASSAGER**
VITAMIN C + OIL COMPLEX

18 ml | 8055304762019



**FACE & NECK
CREAM MASSAGER**
VITAMIN C + OIL COMPLEX

80 ml | 8055304761951



FACE SERUM
VITAMIN C BOOST 8%
ASCORBIC ACID, HYALURONIC ACID

30 ml | 8055304763221



PEELING PADS
EXFOLIATING

AHA + VITAMIN C

50 pcs | 150 ml | 8053617420299



ANTI-AGING SKINCARE



REJUVENATION. FIRMNESS. RADIANT GLOW

- Our advanced formulations combine cutting-edge ingredients to visibly lift, smooth, and revitalize your complexion
- Infused with potent actives — Retinol — clinically proven to stimulate collagen production, enhance skin firmness, and restore youthful luminosity
- Experience skin that looks and feels renewed — naturally radiant, visibly firmer



CLEANSER FOAM IT

BERRY EXTRACTS

80 ml | 8057592521583



FACE & NECK CREAM MASSAGER

RETINOL + HYALURONIC ACID

80 ml | 8055304761968



FACE SERUM RETINOL LIFT 0,35%

RETINOL, VITA COMPLEX

30 ml | 8055304763207



EYE CONCENTRATE CREAM MASSAGER

RETINOL + HYALURONIC ACID

18 ml | 8055304762002



SKINCARE FOR PROBLEMATIC SKIN (ACNE & INFLAMMATION)



CLARITY. CALM. RESTORATION

- Our targeted formulas deeply cleanse, soothe irritation, and restore skin's natural balance
- Powered by potent actives — PHA, CICA, Niacinamide, Zinc — to control excess oil, reduce redness, and prevent future breakouts
- Safe, dermatologist-tested care for clear, healthy skin every day



**EYE CONCENTRATE
CREAM MASSAGER**
HYALURONIC ACID + VITAMIN C
18 ml | 8057592521705



**CLAY MASK
CICA RECOVER**
CENTELLA + ZINC
80 ml | 8057592521620



**FACE & NECK
CREAM MASSAGER**
NIACINAMIDE + HYALURONIC ACID
80 ml | 8055304761999



FACE SERUM
B3 8%, ZINC 0,5%
NIACINAMIDE + ZINC
30 ml | 8055304763191



**PEELING PADS
DEEP CLEANSING**
BHA + CICA
50 pcs | 150 ml | 8053617420312



SKINCARE FOR OILY & COMBINATION SKIN

7DAYS

OIL CONTROL. PORE REFINEMENT. MATTE FINISH

- Our formulas balance sebum production, minimize pores, and deeply purify the skin, leaving it fresh and matte
- Key actives — Niacinamide, Retinol, Zinc, AHA, BHA, PHA & LHA acids, Kaolin — work synergistically to improve texture and prevent new imperfections
- Lightweight yet potent care for a healthy, even matte complexion



EYE CONCENTRATE CREAM MASSAGER

HYALURONIC ACID + VITAMIN C

18 ml | 8057592521705



FACE & NECK CREAM MASSAGER

HYALURONIC ACID + VITAMIN B3

80 ml | 8057592521682



SCRUB MASK 2IN1 DETOX SKIN

CLAY + ZINC

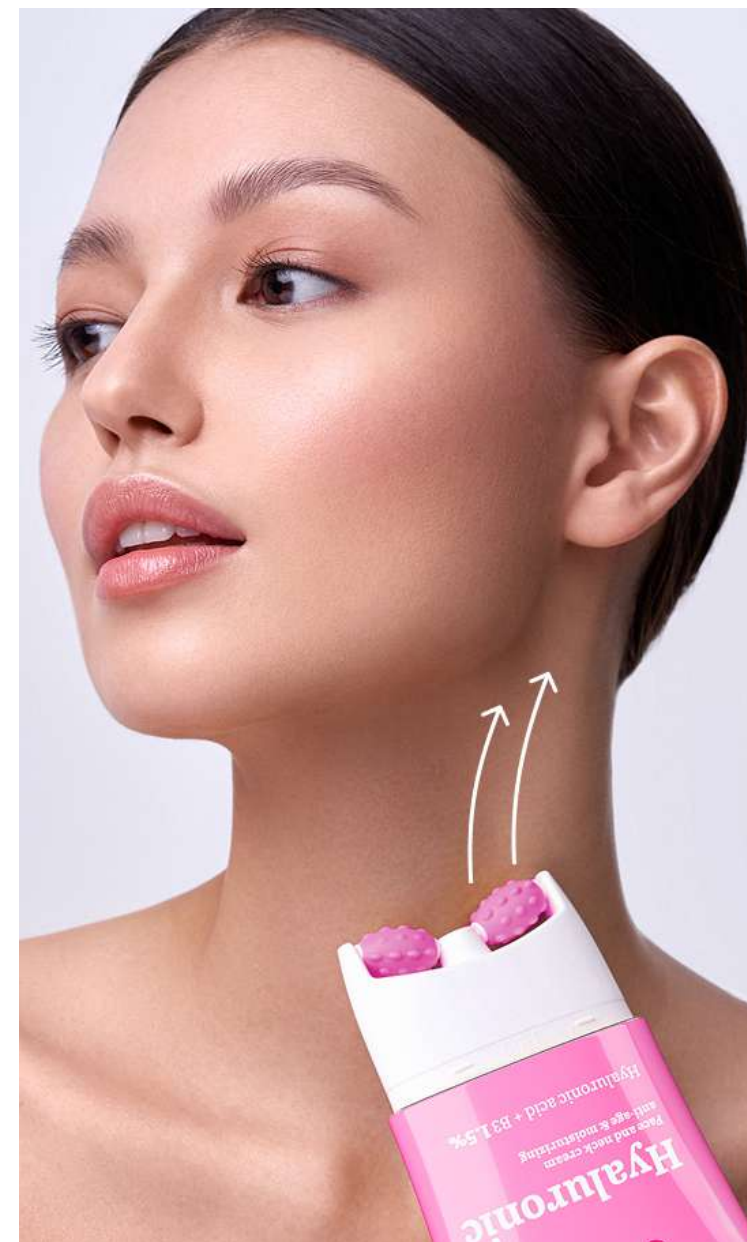
50 ml | 8056234472962



PEELING PADS MIRACLE REFINING

AHA + BHA + PHA + LHA

50 pcs | 150 ml | 8053617420305



SKINCARE FOR DRY & DEHYDRATED SKIN



INTENSE HYDRATION AND PROTECTION

- Combat dryness, tightness, and flakiness with deep hydration and a fortified skin barrier
- Key actives — Collagen, Ceramides, BHA acids and centella asiatica extract — provide lasting hydration and strengthen the skin's natural defenses
- The perfect daily care for soft, supple, and healthy skin



**EYE CONCENTRATE
CREAM MASSAGER**
COLLAGEN + COFFEE EXTRACT
8 ml | 8057592521699



**FACE & NECK
CREAM MASSAGER**
NIACINAMIDE + HYALURONIC ACID
80 ml | 8055304761999



**FACE MASK
TRUE LOVE**
BAMBOO + CUCUMBER
80 ml | 8057592521606



**PEELING PADS
GENTLY REFINING**
PHA + ICE
50 pcs | 150 ml | 8053617420329



SKINCARE FOR SENSITIVE & REACTIVE SKIN



DEEP SOOTHING AND RESTORATION

- Target redness, irritation, and itching with gentle yet powerful care. Our calming formulas, enriched with ceramides, avocado oil, and aloe vera extract, restore the skin's protective barrier, soothe inflammation, and reinforce skin resilience for lasting comfort and balance
- Key ingredients — ceramides, avocado oil, aloe vera, and panthenol — provide hydration and gentle protection, reducing sensitivity and strengthening the skin against external stressors



**FACE & NECK
CREAM MASSAGER**
CERAMIDE + PANTHENOL
40 ml | 8055304761920



**FACE SERUM
CERAMIDE ACTIVE 3%**
CERAMIDE NP + NIACINAMIDE
30 ml | 8055304763177



**FACE FOAM
SEA FOAM**
ALOE VERA
50 ml | 8056234472771



**FACE MASK
AVOCADO SQUASH**
AVOCADO OIL
50 ml | 8056234472788



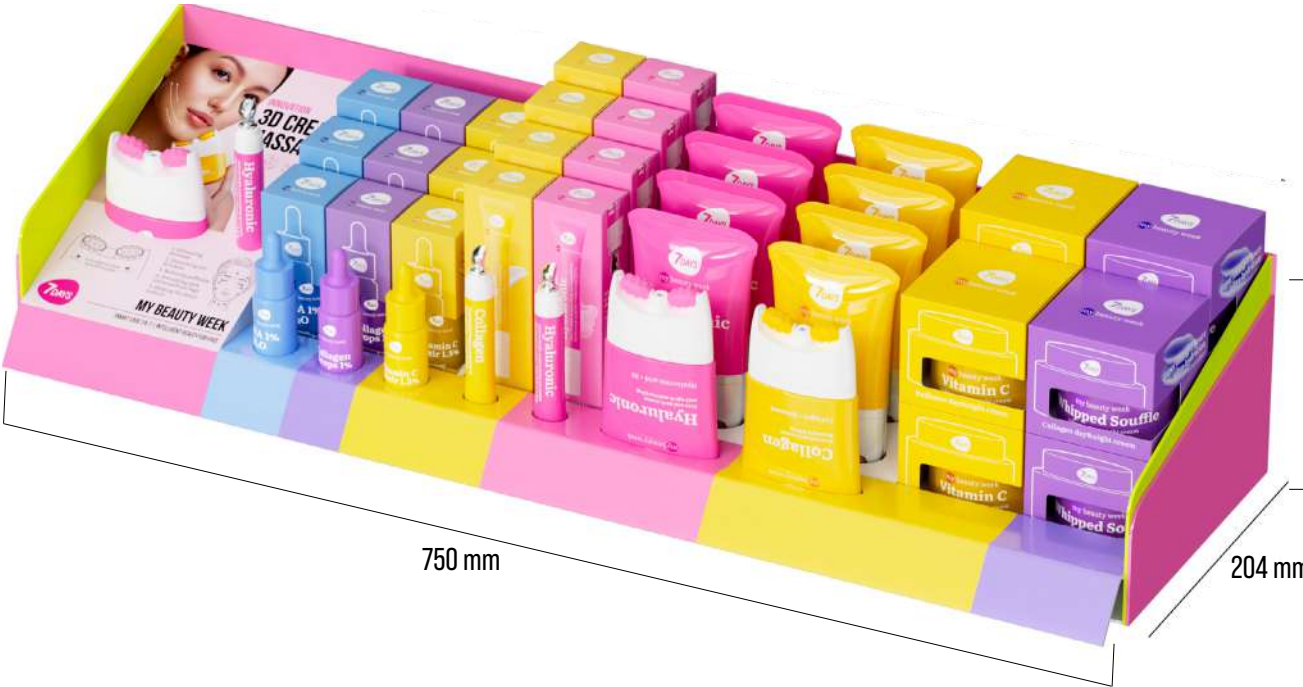
STORE EQUIPMENT

EXCLUSIVELY BY 7DAYS



250 mm

595 mm



750 mm

190 mm

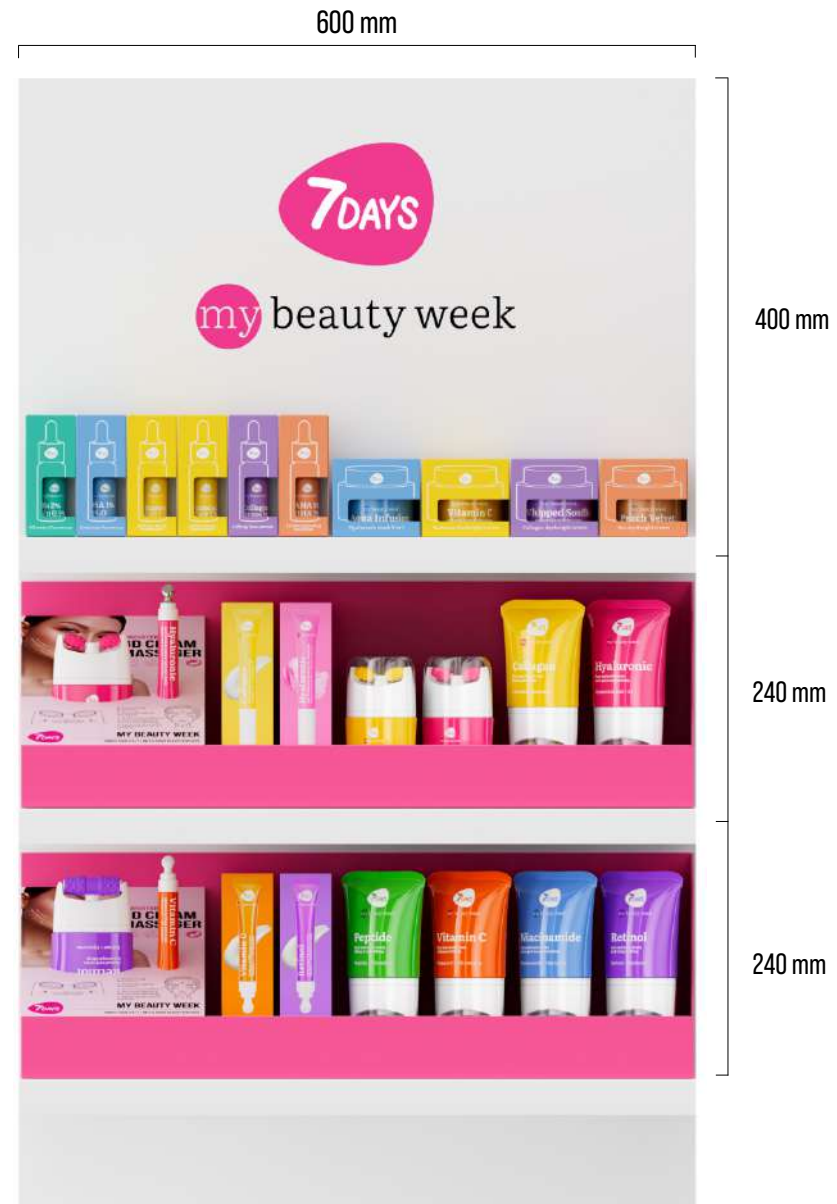
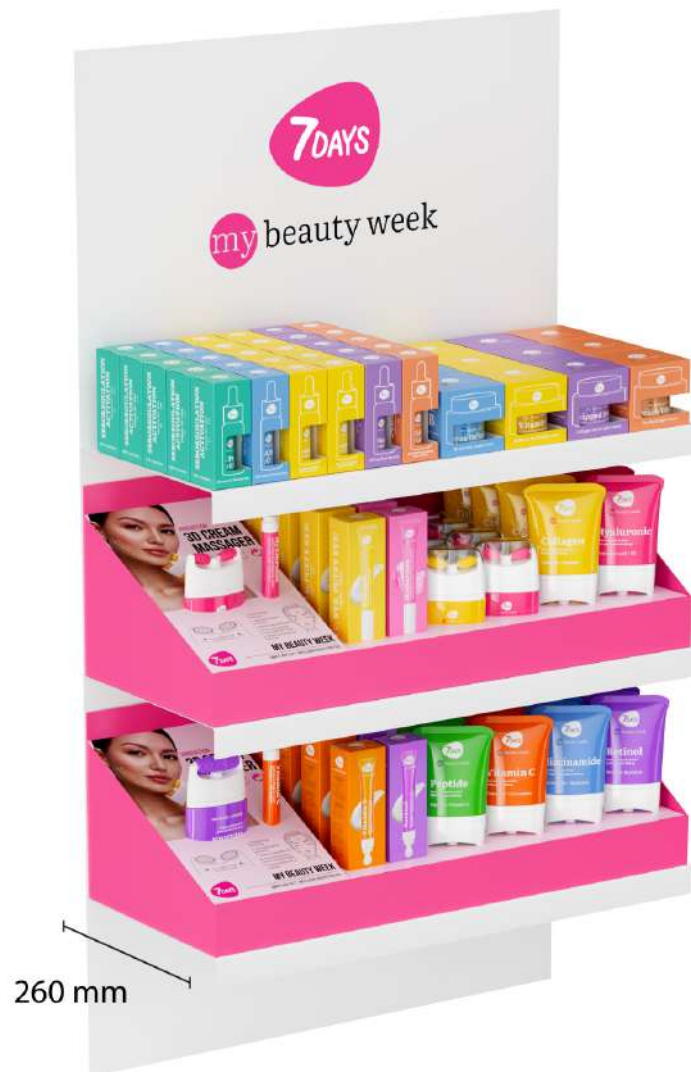
204 mm

STORE EQUIPMENT

FACE CARE. MY BEAUTY WEEK

MML M - 21 SKU

SIZE: 600mm x 880 mm x 260 mm

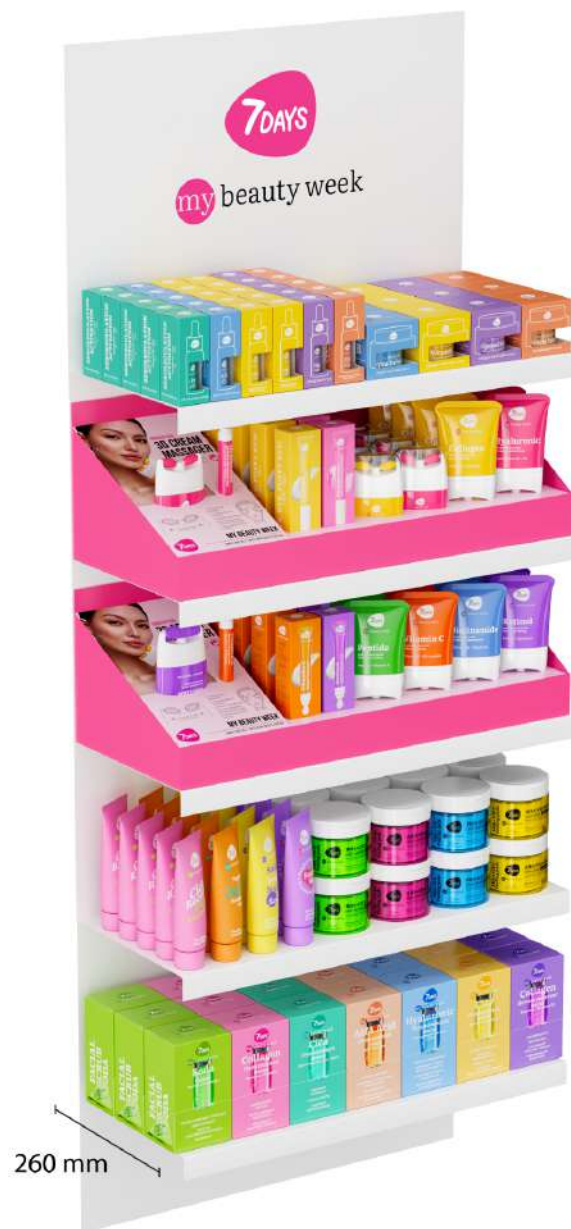


STORE EQUIPMENT

FACE CARE. MY BEAUTY WEEK

MML XL - 36 SKU

SIZE: 600mm x 1360 mm x 260 mm



STORE EQUIPMENT

FACE CARE. MY BEAUTY WEEK



STORE EQUIPMENT

FACE CARE. MY BEAUTY WEEK



FACE CARE. MY BEAUTY WEEK



MERCH BOXES, BAGS, CATALOGS

7DAYS MY BEAUTY WEEK



7DAYS PRESENCE IN SOCIAL NETWORKS

STRONG MARKETING SUPPORT



156 000 000
TOTAL VIEWS



MORE THAN

36 000 000
VIEWS



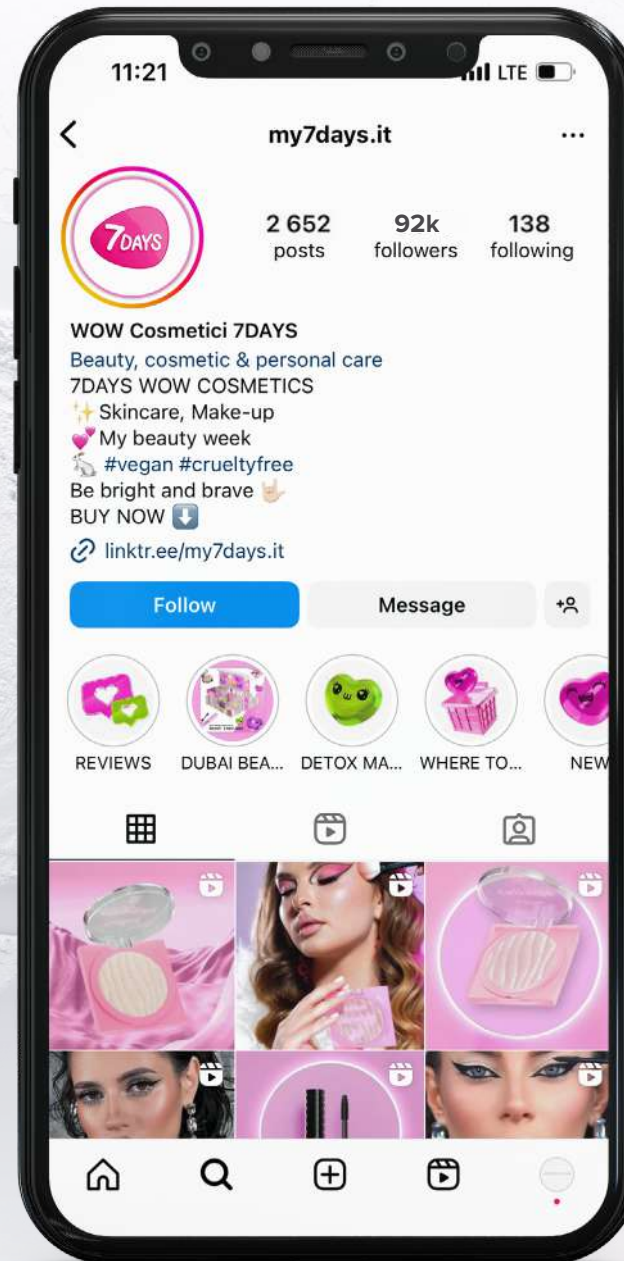
MORE THAN

103 000 000
VIEWS



MORE THAN

17 000 000
VIEWS



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