

# **ABOUT US**

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



Including all 7DAYS affiliated companies



POINTS OF SALE

**EMPLOYEES** 

COUNTRIES OF PRESENCE MORE THAN

# **GEOGRAPHY OF SALES**

**MULTINATIONAL BRAND** 

Points of sales in 50 countries

2019	2020	2021-2022	2023-2024
Italy	United Kingdom	Austria	USA
Spain	Sweden	France	UAE
Greece	Netherlands	Germany	Qatar
	Australia	Ireland	Turkey
	Portugal	Norway	Kuveyt
Georgia Kazakhstan Kyrgyzstan	Cyprus Croatia Bulgaria Romania Poland	Czech Republic  Hungary Latvia Slovakia Montenegro	Belgium Denmark Finland Switzerland Iceland
	Lithuania Estonia		Malta Slovenia
	Armenia Serbia		Kosovo Moldova
	Ukraine Azerbaijan		Peru
	\$4		UL

# **PARTNERS**

YOU CAN FIND US IN TOP WORLD RETAILERS

#### OF WORKING WITH 7DAYS

**BENEFITS** 

### **RETAIL CHAINS**

























**■ Gold Apple LETOILE aruma BEAUTY BAR** 











### PHARMACY RETAILERS







### **E-COMMERCE**























### STRONG MARKETING **SUPPORT**

ATTRACTIVE DESIGNS. TRADE **EQUIPMENT, INFLUENCE AND TRADE** MARKETING



### HIGH OUALITY OF **PRODUCTS**

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



### **FLEXIBLE LOGISTICS SOLUTIONS**

WAREHOUSES IN EU (LATVIA) USA (DENVER. COLORADO) UAE (DUBAI)



### **WORLDWIDE** COMPANY

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



## **BEAUTY WEEK**

COMPLEX SKIN CARE FOR EACH DAY OF THE WEEK

## **BEAUTY WEEK**

COMPLEX SKIN CARE FOR EACH DAY OF THE WEEK





# YOUR BEAUTY EXPERT

GIFT SET OF FACE MASKS BEAUTY CALENDAR

8X28 G | 4607154699096

GIFT SET OF FACE MASKS BEAUTY WEEK

7X28 G | 4607154699102













HYALURONIC ACID + VITAMIN B3 CLEANSES, HYDRATES AND SHRINKS PORES

28 G | 6940079074196



# FACE MASK CHEERFUL TUESDAY

HYALURONIC ACID + PANTHENOL EVENS OUT TONE AND REGENERATES

28 G | 6940079074202



#### FACE MASK EASY WEDNESDAY

HYALURONIC ACID + VITAMINS HYDRATES, SOFTENS AND IMPROVES ELASTICITY

28 G | 6940079074219



#### FACE MASK ACTIVE THURSDAY

HYALURONIC ACID + ARGAN OIL NOURISHES, HYDRATES AND SOOTHES

28 G | 6940079074226



#### FACE MASK BLAZING FRIDAY

HYALURONIC ACID + ARGAN OIL TONES, HYDRATES AND ENHANCES RADIANCE

28 G | 6940079074233



#### FACE MASK ROMANTIC SATURDAY

HYALURONIC ACID + VITAMIN C ELIMINATES TIREDNESS AND EVENS OUT SKIN TONE

28 G | 6940079074240



## **DETOX**

THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM





#### **FACE MASK** ACID

AHA 5% + BHA STEP 1: EXFOLIATING

25 G | 8056234472856



#### **FACE MASK** CLAY KAOLIN + SEAWEED

STEP 2: CLEANSING 12 G | 8056234472863



HYALURONIC ACID + SQUALANE STEP 3: RECOVERING

7DAYS

SOS SHEET

FACE MASK

■ ≥PLANT

ORIGIN

25 G | 8056234472870







**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,

# **HYDRATION**

# **AND RECOVERY**

3 STEP

#### **ACTIVE INGREDIENTS**

- FIBRONECTIN
- SQUALANE

# **APPLICATION RESULTS**





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





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





## **GO VEGAN**

SHEET FACE MASKS INSPIRED BY THE COLOR DIET

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SHEET FACE MASKS INSPIRED BY THE COLOR DIET





# **COMPLETE SKIN CARE FOR 7 DAYS OF THE WEEK**

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

7X25 G | 8056234471781

**GIFT SET** HEALTHY WEEK COLOR DIET



















OAT AND ALMOND OILS COCONUT AND AVOCADO NUTRITION, REPULPING, ENERGY

25 G | 8056234470005

### **FACE MASK**

PEAR, ALMOND OIL AND BANANA MOISTURIZING, ANTISTRESS,

25 G | 8056234470012

### **FACE MASK**

BROCCOLI, ROSEMARY, CUCUMBER AND VITAMIN E VITAMIN SPLASH, TONE ALIGNMENT

25 G | 8056234470029

### **FACE MASK**

BLUEBERRY, PLUM, FIG AND HYALURONIC ACID REPULPING, NUTRITION, ANTISTRESS

25 G | 8056234470036

#### **FACE MASK** PINK DAY

POMEGRANATE, MANGOSTEEN, PAPAYA AND LYCHEE RADIANCE, TONING UP, FRESHNESS

25 G | 8056234470043

### **FACE MASK**

TOMATO, BEETROOT, LAMINARIA AND GINGER TONE ALIGNMENT, MOISTURIZING

25 G | 8056234470050

# **CANDY SHOP**

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



# **ANIMAL MASKS**

PERFECT SKIN CARE + SOCIAL MEDIA CONTENT = ANIMAL MASKS!







**GIFT SET OF FACE MASKS FUNNY BEAUTY SET** 

4X28 G | 4607154699140





STRAWBERRIES + CREAM MAKES SKIN SOFT, MOISTURIZES, NOURISHES

25 G | 6940079074325



**FACE MASK BLUE MACARONS** 

MACARONS + BLUEBERRY EVENS TONE, MOISTURIZES,

25 G | 6940079074332



**FACE MASK** PRETTY KITTY

RASPBERRY JUICE + LAVENDER MOISTURIZES, REGENERATES, BOOSTS ELASTICITY

28 G | 6940079074165





ALGAE + WHITE COAL INTENSIVELY MOISTURIZES, NOURISHES, REFRESHES

28 G | 6940079074158





DAYS

**FACE MASK** 

BAMBOO + SOYBEAN OIL EVENS SKIN TONE, MOISTURIZES, MAKES SKIN GLOW

28 G | 6940079074189

25 G | 6940079074349

YELLOW CUPCAKE

**FACE MASK** 

BANANA + VANILLA

BOOSTS ELASTICITY,

MOISTURIZES, TONES

TONES THE SKIN, MOISTURIZES, 28 G | 6940079074172

**FACE MASK** 

WILD TIGER-R-R

TAIGA BERRIES + VERBENA

BOOSTS VITALITY

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



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, COFFEE ANTI-PUFFY EYES AND SIGNS OF FATIGUE

18 ML | 8057592521699



# FACE CREAM VITAMIN C

VITAMIN C RADIANCE AND NOURISHMENT

50 ML | 8056234472801



### FACE SERUM

VITAMIN C ELIXIR RADIANCE AND EVEN SKIN TONE

20 ML | 8057592521514



### FACE&NECK Cream Massager

COLLAGEN, SEAWEED LIFTING EFFECT AND STRENGTHENING

80 ML | 8057592521675



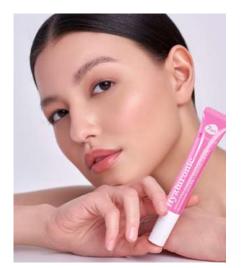
#### FACE&NECK CREAM MASSAGE

COLLAGEN, PEPTIDE PERFECT FACE OVAL AND LIFTING EFFECT

40 ML | 8057592521651

## MY BEAUTY WEEK

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



## **HYALURON**

100% RECOGNIZABLE TOP MONOCOMPONENT



## EYE CONCENTRATE HYALURONIC

HYALURONIC ACID, VITAMIN C ANTI-DARK CIRCLES AND WRINKLES

18 ML | 8057592521705



## SCRUB MASK 2<sub>IN</sub>1 DETOX SKIN

CLAY, ZINC CLEANSING, DETOX AND MATTIFYING

50 ML | 8056234472962



#### FACE SERUM MILKY BOOST

SQUALANE HYDRATION AND RECOVERY

20 ML | 8057592521507



#### FACE&NECK CREAM MASSAGER HYALURONIC

HYALURON, VITAMIN B3 ANTI-AGE, HYDRATION AND FIGHTING WRINKLES

80 ML | 8057592521682



#### FACE&NECK CREAM MASSAGER HYALURONIC

HYALURON, SEAWEED ANTI-AGE, PERFECT FACIAL CONTOUR AND MOISTURIZING

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

NEW LAUNCH 2024 | NEW BESTSELLERS



## MY BEAUTY WEEK

NEW LAUNCH 2024 | NEW BESTSELLERS





# EYE CONCENTRATE CREAM MASSAGER

CERAMIDE, PANTHENOL NOURISHING, REPAIRING AND BARRIER PROTECTION

80 ML | 8057592521675



# EYE CONCENTRATE CREAM MASSAGER

CERAMIDE, PANTHENOL NOURISHING, REPAIRING AND BARRIER PROTECTION

40 ML | 8055304761920



#### EYE CONCENTRATE CREAM MASSAGER PEPTIDE

PEPTIDE, COLLAGEN LIFTING, ANTI-AGE AND NOURISHING

80 ML | 8055304761982



#### EYE CONCENTRATE CREAM MASSAGER PEPTIDE

PEPTIDE, COLLAGEN LIFTING, ANTI-AGE AND NOURISHING

40 ML | 8055304761937



#### EYE CONCENTRATE CREAM MASSAGER NIACINAMIDE

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

80 ML | 8055304761999



#### EYE CONCENTRATE CREAM MASSAGER NIACINAMIDE

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

#### SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE





#### **FACE CREAM** WHIPPED SOUFFLE

COLLAGEN LIFTING EFFECT, HYDRATES, SMOOTHES

50 ML | 8056234472757



#### **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

# **MY BEAUTY WEEK**

#### SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE





### **FACE SERUM**

COLLAGEN LIFTING EFFECT, SMOOTHES WRINKLES, INCREASES ELASTICITY

20 ML | 8057592521545



#### **FACE SERUM** HA+H20

HYALURONIC ACID DEEPLY MOISTURIZES, INCREASES FIRMNESS AND ELASTICITY

20 ML | 8057592521521



#### **FACE SERUM GREEN POWER**

VITAMIN E NOURISHES, MOISTURIZES, ANTI-AGE EFFECT

20 ML | 8057592521569



#### **FACE SERUM** B3+ZN

FIGHTS IMPERFECTIONS, SHRINKS PORES, MATTIFIES

20 ML | 8057592521552



#### **FACE SERUM** AHA+BHA

AHA + BHA DEEPLY CLEANSES, FIGHTS WRINKLES AND ACNE SCARS

20 ML | 8057592521576



Peach Velvet

my beauty week Avocado Squash

**FACE CREAM** 

PEACH VELVET

PANTHENOL RECOVERS, NOURISHES, SOOTHES

**FACE MASK** 

AVOCADO OIL

SKIN TONE

#### SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE









**CLEANSER** 

BERRY EXTRACTS PURIFIES, MOISTURIZES. TIGHTENS PORES

**FACE PEELING** 

PAPAYA + MANGO + PEACH CLEANSES, IMPROVES SKIN

JELLY

TONE, SOFTENS

80 ML | 8057592521583



**FACE SCRUB** 

ZINC + VITAMIN C EXFOLIATES, FIGHTS IMPERFECTIONS

80 ML | 8057592521590



**CLAY MASK** 

CENTELLA + ZINC FIGHTS ACNE, BLACKHEADS, OILY SHINE

80 ML | 8057592521620



**FACE MASK** 

BAMBOO + CUCUMBER HYDRATES, INCREASES ELASTICITY, SOOTHES

80 ML | 8057592521606



**FACE MASK** MILKY DREAMS

ALMOND + VITAMIN E NOURISHES, REGENERATES REDUCES WRINKLES

80 ML | 8057592521644



**UNIVERSAL GEL** SKIN MEDITATION

ALOE VERA DEEPLY MOISTURIZES, SOOTHES, REFRESHES

80 ML | 8057592521637









## MY BEAUTY WEEK

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE







7 G | 8053617422668



ELASTICITY AND NOURISHING

7 G | 8053617422668



AND MOISTURIZING 7 G | 8053617422644

CLEANSING MASK CI AY WHITE CLAY, ZINC CLEANSING, MATTIFYING AND FIGHTING IMPERFECTIONS

7 G | 8053617422699



CENTELLA ASIATICA, ZINC CLEANSING, MATTIFYING AND MOISTURIZING

7 G | 8053617422651



MALIC, TARTARIC, CITRIC ACIDS EXFOLIATION, EVEN TONE AND SKIN CELL RENEWAL

7 G | 8053617422637





FACIAL SCRUB

7 G | 8053617422675







SMART CARE 24/7 | INTELLIGENT BEAUTY CONSTRUCTOR

# **MY BEAUTY WEEK**

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

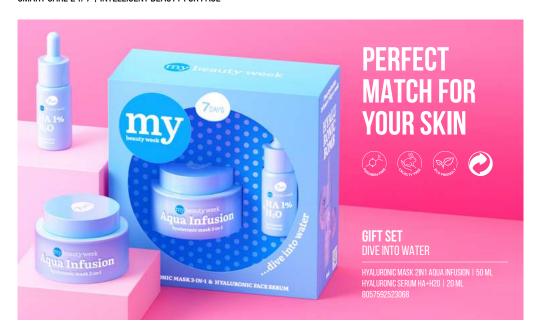


### **PEELING PADS**GENTLY REFINING

PHA + ICE GENTLY REFINES, COOLING AND PORE MINIMIZING EFFECT

50 PCS | 150 ML | 8053617420329

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE





# **GIFT SET**JUST DROP VITAMIN BOMB

RADIANCE DAYGNIGHT 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 Expoliating Serum Aha+Bha | 20 ML 8057592523112

# 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**MATTIFYING PARADISE

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





#### GIFT SET WORK OUT FOR YOUR SKIN

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



#### 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



SMART CARE 24/7 | INTELLIGENT BEAUTY CONSTRUCTOR

























SWEET CHERRY OIL. SHEA BUTTER, CANNABIS OIL SATURATING SKIN WITH VITAMINS, NOURISHING. SMOOTHING

250 ML | 8055304761852



**BODY CREAM** 

SWEET CHERRY OIL, SHEA BUTTER, CANNABIS OIL SATURATING SKIN WITH VITAMINS, NOURISHING. SMOOTHING

250 ML | 8055304761852













SWEET CHERRY OIL, SHEA BUTTER, CANNABIS OIL SATURATING SKIN WITH VITAMINS, NOURISHING, SMOOTHING

250 ML | 8055304761852



#### **BODY CREAM CHERRY&SHEA**

SWEET CHERRY OIL, SHEA BUTTER, CANNABIS OIL SATURATING SKIN WITH VITAMINS, NOURISHING, SMOOTHING

# **FOOT CARE**

NEW LAUNCH 2024 | FOOT MASKS

# **FOOT CARE**

NEW LAUNCH 2024 | FOOT MASKS







## **EXFOLIATING** FOOT MASK

- PEELS OFF CORNS AND HARD SKIN • REGULATES SWEAT GLANDS ACTIVITY
- SOFTENS THE SKIN OF THE FEET

50 PCS | 150 ML | 8055304762057



#### MOISTURIZING FOOT MASK

- REVITALIZES HARD AND DRY FOOT SKIN • GIVES A SOOTHING EFFECT
- HAS REFRESHING EFFECT

50 PCS | 150 ML | 8055304762064



### **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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# **STORE EQUIPMENT**

#### **EXCLUSIVELY BY 7DAYS**

















# **STORE EQUIPMENT**

**EXCLUSIVELY BY 7DAYS** 



















**EXCLUSIVELY BY 7DAYS** 













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