



7 DAYS



# GIFT SETS



2024-2025

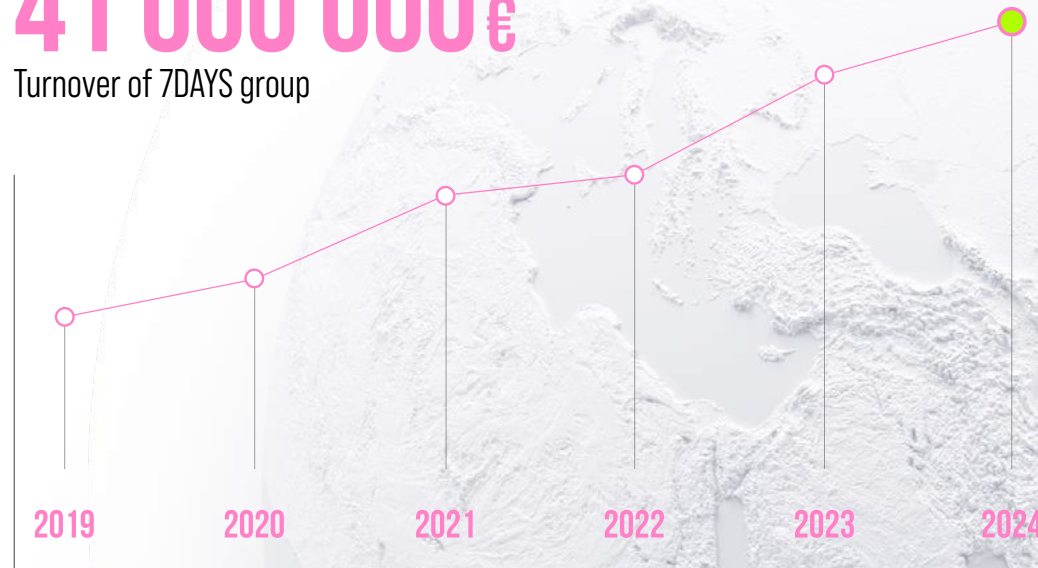


# ABOUT US

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

## 41 000 000 €

Turnover of 7DAYS group



# GEOGRAPHY OF SALES

MULTINATIONAL BRAND

## 34 000 POS

Points of sales in 50 countries

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



## 34 000

POINTS OF SALE



## 300

EMPLOYEES



## 50

COUNTRIES OF PRESENCE



MORE THAN  

## 500

 SKU



# PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS

## RETAIL CHAINS



## PHARMACY RETAILERS



## E-COMMERCE



# BENEFITS

OF WORKING WITH 7DAYS



## STRONG MARKETING SUPPORT

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

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 HIGH QUALITY IN MASSTIGE PRICE SEGMENT



PREMIUM

SHISEIDO  
GINZA TOKYO  
CLARINS

DRUNK ELEPHANT™

b.colour PROFESSIONAL BYOMA MISSHA L'ORÉAL KIKO MILANO

CeraVe PUPA NYX 7DAYS The Ordinary.

MAYBELLINE NEW YORK MAXFACTOR MAKE-UP PROFESIONÁLNÝCH MASKÉROV DEBORAH MILANO REVLON

MASSTIGE

wet n wild los angeles REVUELE BEAUTY & CARE CATRICE COSMETICS essence NIVEA GARNIER flormar

MASS

# TARGET AUDIENCE



## 7DAYS

### CREATE COSMETICS FOR THE FASTEST GROWING MARKET AUDIENCE

#### ZOOMERS

- CHOOSE **NEW UNUSUAL FORMS** AND **BRIGHT DESIGN**
- A LOT OF ATTENTION IS PAID TO **ETHICS** AND **SUSTAINABLE DEVELOPMENT ISSUES**
- THERE ARE NO BOUNDARIES BETWEEN ONLINE AND OFFLINE SHOPPING - **OMNICHANNEL**

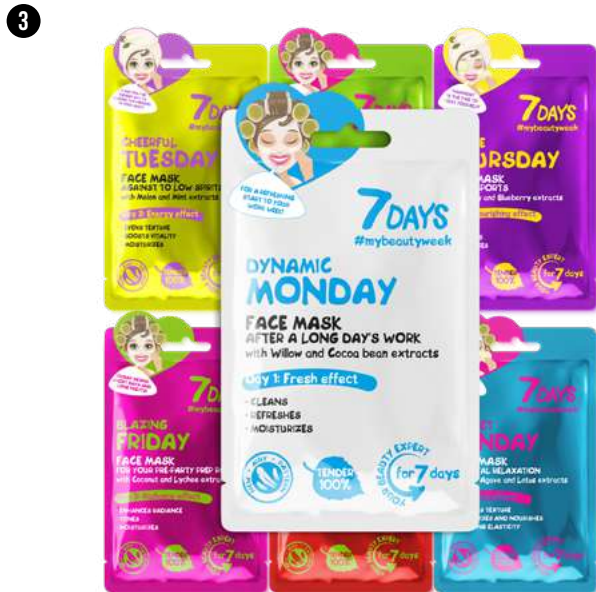
#### MILLENNIALS

- **60%** STAY LOYAL TO BRANDS IF THE BRAND IS CUSTOMER-ORIENTED
- TEND TO PAY MORE FOR A **CUSTOMIZED APPROACH**
- **SOCIAL MEDIA** IS A KEY TOOL OF INFLUENCE



# SHEET FACE MASKS

## COMPLEX SKIN CARE FOR EACH DAY OF THE WEEK



1 **BEAUTY WEEK**  
**7 MASKS IN THE GIFT BOX**  
 4607154699102

2 **BEAUTY CALENDAR**  
**8 MASKS IN THE GIFT BOX**  
 4607154699096

3 **SPECIAL OFFER #1**  
**6 MASKS + 1 FOR FREE**  
 4607154699097

4 **SPECIAL OFFER #2**  
**9 MASKS + 1 FOR FREE**  
 4607154699098

- FORMULA WITH HYALURONIC ACID
- X2 MORE ESSENCE FOR MAXIMUM HYDRATION
- CONVENIENT AND FITS COMFORTABLE



# SHEET FACE MASKS

## GO VEGAN | INSPIRED BY THE COLOR DIET



1



2



1

**HEALTHY WEEK COLOUR DIET**  
**7 MASKS IN THE GIFT BOX**  
8056234471781

2

**SPECIAL OFFER #1**  
**6 MASKS + 1 FOR FREE**  
4607154699097

3

**BEAUTY CALENDAR**  
**7 MASKS IN THE GIFT BOX**  
**WITH WINDOW**  
8056234471798

3



- 98% OF NATURAL INGREDIENTS
- 100% BIODEGRADABLE
- VEGAN, CRUELTY FREE



# SHEET FACE MASKS

## ANIMAL MASKS | FUNNY BEAUTY SET



1 **PRETTY KITTY**  
**4 MASKS IN THE GIFT BOX**  
4607154699140

- PERFECT SKIN CARE + SOCIAL MEDIA CONTENT = ANIMAL MASKS!
- NATURAL COMPONENTS
- TRENDY POSITIVE DESIGN





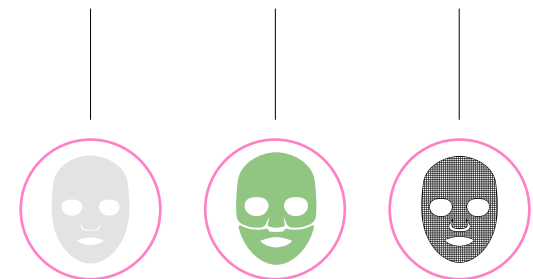
# SHEET FACE MASKS

## DETOX | THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM



**1** DETOX SET (AHA, CLAY, SOS MASKS)  
**3 SHEET FACE MASKS**  
8057592521934

- 3 STEPS: PEELING, CLEANING AND HYDRATION
- PROFESSIONAL COMPLEX SKIN CARE
- BIODEGRADABLE AND NATURAL FIBER





### 1 DIVE INTO WATER

#### SERUM, FACE CREAM + MASK 2in1

- RECORD-HIGH CONCENTRATION OF HYALURONIC ACID
- DEEP HYDRATION, REVITALIZING, LIFTING AND FIGHTING IMPERFECTIONS

8057592523068

### 2 WORK OUT FOR YOUR SKIN

#### SERUM, FACE CREAM + MASK 2in1

- RECORD-HIGH CONCENTRATION OF COLLAGEN
- LIFTING, HYDRATION, NOURISHING, ANTI-AGE, INCREASING ELASTICITY AND FIRMNESS

8057592523082



### 3 FALL IN LOVE WITH YOUR SKIN SERUM, CLAY MASK + SCRUB 2in1

- SQUALANE AND ALGAE HYDRATE, REMOVE REDNESS, SOFTEN AND STRENGTHEN SKIN
- KAOLIN AND ZINC FIGHT IMPERFECTIONS, REGULATES SEBUM PRODUCTION AND MATTIFIES

8057592523044

### 4 JUST DROP VITAMIN BOMB SERUM, FACE CREAM

- RECORD-HIGH CONCENTRATION OF VITAMIN C
- INTENSIVE MOISTURIZING, ANTIOXIDANT EFFECT, LIGHTENING AND SKIN GLOW

8057592523051



**5 MATTIFYING PARADISE  
SERUM, CLEANSING FOAM**

- ZINC AND NIACINAMIDE MOISTURIZE, MATTIFY, TIGHTEN PORES AND REGULATE SEBUM PRODUCTION
- FOAM CLEANS SKIN DEEP AND GENTLE, GREEN TEA AND PANTHENOL CARE AND SOOTHE IT

8057592523099

**6 GOOD SUPERFOOD  
OIL SERUM, NIGHT FACE MASK**

- OIL COMPLEX WITH RECORD-HIGH CONCENTRATION
- ANTI-AGE, DEEP MOISTURIZING, INTENSIVE NOURISHING, LIFTING, INCREASING FIRMNESS AND ELASTICITY

8057592523105

**7 LET'S GET UPDATE  
PEELING SERUM, FACE CREAM**

- AHA 5% AND BHA 2% EXFOLIATE DEAD SKIN CELLS, MATTIFY, REGENERATE AND EVEN TONE
- PANTHENOL AND OIL COMPLEX SOOTHE, REGENERATE AND REPAIR SKIN

8057592523112

## MY BEAUTY WEEK | TRAVEL SETS



1

1 **YUMMY FACE**  
**7 PRODUCTS IN THE GIFT BOX**

8057592523068

2 **TRAVEL WITH ME**  
**7 PRODUCTS IN THE BAG**

8057592523082

**NEW**

2

- PERFECT CHOICE FOR TRIPS: CLEANSING FOAM - 1 PC, PEELING GEL - 1 PC, SODA SCRUB - 1 PC, FACE MASKS - 4 PCS
- DEEP CLEANSING, PEELING, HYDRATION, NOURISHING, REVITALIZING, LIFTING
- TOP COMPONENTS: HYALURONIC ACID, COLLAGEN, AHA, ZINC, WHITE CLAY, SODA





1



### 1 HYALURONIC BOX

#### EYE CREAM, FACE&NECK CREAM

- SMART FORMATS: 3D CREAM-MASSAGER, CRYO-APPLICATOR
- HYALURONIC ACID, NIACINAMIDE, VITAMIN C, ALGAE COMPLEX
- DEEP HYDRATION, REVITALIZING, LIFTING, FIGHTING WRINKLES AND DARK CIRCLES

2



### 2 MUST-HAVE BOX

#### EYE CREAM, FACE&NECK CREAM, FACE SERUM

- SMART FORMATS: 3D CREAM-MASSAGER, CRYO-APPLICATOR
- HYALURONIC ACID FOR DEEP HYDRATION, REVITALIZING AND LIFTING
- SQUALANE AND ALGAE FOR EXTRA MOISTURIZING, LIFTING AND REVITALIZING



3 **COLLAGEN BOX**  
**EYE CREAM, FACE&NECK CREAM**

- SMART FORMATS: 3D CREAM-MASSAGER, CRYO-APPLICATOR
- COLLAGEN, PEPTIDES, VITAMIN C, CAFFEINE, ALGAE COMPLEX
- NOURISHING AND HYDRATION, LIFTING, REDUCING PUFFINESS AND WRINKLES



4 **GLOW SKIN BOX**  
**EYE CREAM, FACE&NECK CREAM, FACE SERUM**

- SMART FORMATS: 3D CREAM-MASSAGER, CRYO-APPLICATOR
- COLLAGEN FOR NUTRITION, HYDRATION, LIFTING, REDUCING PUFFINESS AND WRINKLES
- VITAMIN C FOR EXTRA MOISTURIZING, EVEN SKIN TONE AND TEXTURE



5 **VITAMIN BOX**  
**EYE CREAM, SERUM, FACE CREAM**

- RECORD-HIGH CONCENTRATION OF VITAMIN C
- EYE CREAM WITH CRYO-APPLICATOR FOR REDUCING PUFFINESS AND WRINKLES
- NOURISHING, HYDRATION, LIGHTENING, LIFTING, FIGHTING PIGMENTATION

## B.COLOUR PROFESSIONAL



### 1 AMORE MIO LASH MASCARA 04 EXTREME VOLUME

- 360° VOLUME AND LENGTH
- ULTRA-PIGMENTED BLACK COLOUR
- THERMO FORMULA 38 °C LASTS 24 HOURS, EVEN THROUGH WORKOUTS AND SLEEP
- SEPARATES LASHES WITHOUT CLUMPING

### BROW GEL 24H CONTROL

- LAMINATION EFFECT
- COMFORTABLE THIN BRUSH
- PERFECT SHAPE FOR 24 HOURS WITHOUT STICKINESS AND WHITE FLAKES
- FIX&CARE FORMULA



### 2 OOH LA LA! LASH MASCARA 03 CRAZY CURL

- 3D VOLUME AND LENGTH
- ULTRA-PIGMENTED BLACK COLOUR
- THERMO FORMULA 38 °C LASTS 24 HOURS, EVEN THROUGH WORKOUTS AND SLEEP
- SEPARATES LASHES WITHOUT CLUMPING

### LASH MASCARA 05 DOLL EYE

- X7 VOLUME AND CURLING
- BARBIE EYELASHES EFFECT
- ULTRA PIGMENTED BLACK COLOUR
- THERMO FORMULA 38 °C LASTS 24 HOURS, EVEN THROUGH WORKOUTS AND SLEEP



## B.COLOUR PROFESSIONAL

3



### 3 DOLCHE VITA LASH MASCARA 04 EXTREME VOLUME

- 360° VOLUME AND LENGTH
- ULTRA-PIGMENTED BLACK COLOUR
- THERMO FORMULA 38 °C LASTS 24 HOURS, EVEN THROUGH WORKOUTS AND SLEEP
- SEPARATES LASHES WITHOUT CLUMPING

### AUTOMATIC KAJAL EYE PENCIL 01 BLACK

- PRO PIGMENTATION
- WATER-RESISTANT FORMULA AND GEL TEXTURE
- EASY TO APPLY WITH A SOFT THIN TIP AND BUILT-IN SHARPENER
- 24 HOURS DURABILITY

4



### 4 LA FELICITÀ LIP GLOSS WITH 3D MIRROR EFFECT 02 TREND

- VISUALLY FULLER LIPS
- MIRROR SHINE AND LIQUID GLASS EFFECT
- HYDRATION AND NOURISHMENT WITH VITAMIN E FORMULA

### SUPERSTAY LIP PENCIL 995

- SOFT CREAMY TEXTURE
- MATTE POWDERY FINISH
- PERFECT LIP CONTOUR
- 12 HOURS LASTING PIGMENTED SHADE

5



### 5 TI AMO LIP GLOSS WITH 3D MIRROR EFFECT 05 FAITH

- VISUALLY FULLER LIPS
- MIRROR SHINE AND LIQUID GLASS EFFECT
- HYDRATION AND NOURISHMENT WITH VITAMIN E FORMULA

### SUPERSTAY LIP PENCIL 615

- SOFT CREAMY TEXTURE
- MATTE POWDERY FINISH
- PERFECT LIP CONTOUR
- 12 HOURS LASTING PIGMENTED SHADE

## B.COLOUR PROFESSIONAL

1



**1 PINK MANIA**  
**MOUSSE FACE BLUSH 03 PINK GALAXY**

- 3IN1: BLUSH, TINT, EYE SHADOW
- DELICATE VELVETY TEXTURE
- SATIN FINISH FOR A HEALTHY GLOW AND INSTANTLY FRESH LOOK
- LONG-LASTING FORMULA

**LIP GLOSS WITH 3D MIRROR EFFECT 02 TREND**

- VISUALLY FULLER LIPS
- MIRROR SHINE AND LIQUID GLASS EFFECT
- HYDRATION AND NOURISHMENT WITH VITAMIN E FORMULA

2



**2 LUCKY YOU**  
**CONTOURING FACE AND EYES PALETTE**  
**02 SUPER POWER**

- SILKY SMOOTH TEXTURE FOR CONVENIENT LAYERING
- 24H PERFECT EVEN COVERAGE
- INSTANTLY FRESH AND RESTED APPEARANCE WITH 3D CRYSTAL RADIANCE

**SUPERSTAY LIP PENCIL 615**

- SOFT CREAMY TEXTURE
- MATTE POWDERY FINISH
- PERFECT LIP CONTOUR
- 12 HOURS LASTING PIGMENTED SHADE

3



**3 CHIC COMPLETE**  
**FACE & BODY HIGHLIGHTER / 02 MILKY WAY**

- 3D CRYSTAL RADIANCE
- SILKY TEXTURE: EASY BLENDING, CONVENIENT LAYERING
- INSTANTLY FRESH AND RESTED APPEARANCE
- PERFECT EVEN COVERAGE

**LASH MASCARA 04 EXTREME VOLUME**

- 360° VOLUME AND LENGTH
- ULTRA-PIGMENTED BLACK COLOUR
- SEPARATES LASHES WITHOUT CLUMPING
- THERMO FORMULA 38 °C LASTS 24 HOURS, EVEN THROUGH WORKOUTS AND SLEEP

# MAKEUP

## B.COLOUR



1



1

### LUCKY LIPS LIP GLOSS WITH 3D MIRROR EFFECT 02 TREND

01 COOLING LIP OIL COOL BABY  
02 GLOSSY LIP OIL HOLO BABY

- SENSUAL WET LIPS WITH MIRROR-LIKE SHIMMERING EFFECT
- ULTRA-LIGHT TEXTURE REMAINS WEIGHTLESS ALL DAY THROUGH
- NOT STICKY AND DOES NOT SMEAR
- MYSTERIOUSLY SWEET FLAVOR FOR TENDER KISSES

2



2

### GLOSSY MIX SOFTENING LIP OIL SET

03 CANDY MANIA  
04 COLA-LA-LA  
05 ICE CREAM DREAM  
06 VANILLA CAKE  
07 BOOM BUBBLE GUM

- 3D LIP VOLUME, MIRROR SHINE, MOIST EFFECT
- ULTRA-NOURISHING FORMULA WITH VITAMINS AND OILS
- SWEET SCENTS: SO DELICIOUS YOU'LL WANT TO EAT IT!

## **ORDER PRODUCTS**

**HELLO@7DAYSMAIL.COM**

## **PHONE:**

**+39 028 973 22 53**

**+1 530 782 56 44**

## **ADDRESS:**

**VIA VINCENZO MONTI, 8/INT.207/52  
20123 MILANO MI, ITALY**

**1267 WILLIS STREET SUITE  
200 REDDING, 96001 UNITED STATES,  
CALIFORNIA**

**DUBAI SILICON OASIS, DDP, BUILDING A 1,  
DUBAI, UNITED ARAB EMIRATES**

## **ADVERTISING AND PR**

**SMM@7DAYSMAIL.COM**

## **MARKETING**

**MARKETING@7DAYSMAIL.COM**

## **WEBSITE**

**WWW.7DAYS.BEAUTY**

**   @my7days.it**

