

my beauty week

PROFESSIONAL DRY SHAMPOO

7DAYS

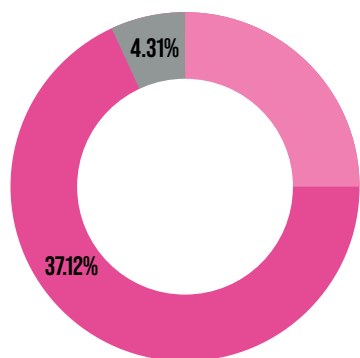


DRY SHAMPOO MARKET



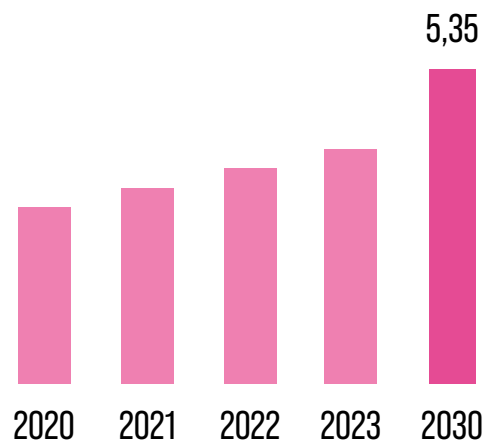
SHAMPOO FUNCTION SEGMENT ANALYSIS

The global Dry Shampoo market is anticipated to grow from USD 3.61 Billion to USD 6.51 Billion by 2034



- Spray
- Powder
- Others

Dry Shampoo market, 2020-2030, USD Billion



CAGR of 7.56% during the forecast period

DRY SHAMPOO market share



PRO

STORYTELLING IN THE PACKAGING 7DAYS. 7 STORIES



IN THE CASE
OF MISSED ALARM

AGAINST
BAD VIBES

FOR A
LONG-AWAITED TRIP

FOR COMPLETE
CALMNESS

FOR YOUR PRE-PARTY
PREP ROUTINE

GET READY
FOR YOUR DATE

TAKE CARE
OF YOURSELF



IMPLEMENTING THE SUCCESS OF LEGENDARY MASKS



AND CONTINUE THE STORYTELLING:

HAIR CARE

PROFESSIONAL DRY SHAMPOO



CLEAN HAIR IN 1 MINUTE

3in1: CLEANSE, VOLUMIZE, REFRESH

**PROFESSIONAL FORMULAS
NO WHITE RESIDUE**

ROOT VOLUME ALL DAY LONG

REUSABLE UP to 3 TIMES

**INSTANTLY REMOVES EXCESS
SEBUM AND OILY SHINE**

SUITABLE FOR SENSITIVE SCALP



PROFESSIONAL DRY SHAMPOO



Mon.
professional
dry shampoo

MONDAY

**IN THE CASE
OF MISSED ALARM**

Missing alarm clock on a
monday is a classic! But not
the most pleasant...

X2 VOLUME – you're ready
to run errands and set new
goals this week :)

X2 VOLUME, CLEAN & GO **1-MINUTE EXPRESS CLEANS**

- ALL-DAY FRESHNESS AND ROOT LIFT
- INSTANTLY REMOVES EXCESS OIL AND SHINE
- EVEN APPLICATION, NO STICKINESS OR WEIGHT
- SAFE FOR ALL HAIR COLORS
- NO WHITE RESIDUE

Formulated with Natural Ingredients:

- **RICE STARCH**
ELIMINATES OILY SHINE WITH A GENTLE CLEANSING ACTION THAT WON'T DRY
OUT YOUR HAIR.
- **VITAMIN E**
HELPS RESTORE HAIR'S NATURAL SOFTNESS AND SILKY TEXTURE.

Value size: 200 ml

8053617422033



PROFESSIONAL DRY SHAMPOO



EXTRA FRESH SHAMPOO & CONDITIONER GENTLE CLEANSING FOR NATURALLY SHINY HAIR

- ENJOY ALL-DAY FRESHNESS AND ROOT VOLUME
- INSTANTLY ELIMINATES EXCESS SEBUM AND OILY SHINE
- APPLIES EVENLY WITHOUT STICKING OR WEIGHING HAIR DOWN
- SUITABLE FOR ALL HAIR COLORS
- LEAVES NO WHITE RESIDUE

Formulated with Natural Ingredients:

- **RICE STARCH**
ELIMINATES OILY SHINE WITH A GENTLE CLEANSING ACTION THAT WON'T DRY OUT YOUR HAIR.
- **VITAMIN E**
HELPS RESTORE HAIR'S NATURAL SOFTNESS AND SILKY TEXTURE.

Value size: 200 ml

8053617422040



PROFESSIONAL DRY SHAMPOO



Wed.
professional
dry shampoo

WEDNESDAY

**FOR A LONG-AWAITED
TRIP**

What about a long-awaited trip
on wednesday?

All around the world, your ideas
and hair will be perfectly clean
and **SUPER FRESH!**

SUPER FRESH & VOLUME 24H **FRESHNESS AND CLEANLINESS WITHOUT OILY ROOTS**

- ENJOY ALL-DAY ROOT VOLUME AND LIFT
- INSTANTLY ELIMINATES EXCESS SEBUM AND OILY SHINE
- APPLIES EVENLY WITHOUT WEIGHING HAIR DOWN OR LEAVING A STICKY RESIDUE
- SUITABLE FOR ALL HAIR COLORS
- NO WHITE RESIDUE

Formulated with Natural Ingredients:

- **RICE STARCH**
ELIMINATES OILY SHINE WITH A GENTLE CLEANSING ACTION THAT WON'T DRY OUT YOUR HAIR.
- **VITAMIN E**
HELPS RESTORE HAIR'S NATURAL SOFTNESS AND SILKY TEXTURE.

Value size: 200 ml

8053617422057



PROFESSIONAL DRY SHAMPOO



INVISIBLE FOR BRUNETTE **NO WHITE RESIDUE**

- ABSOLUTELY INVISIBLE ON DARK HAIR
- PROVIDES ROOT LIFT AND CLEANSING
- INSTANTLY ELIMINATES EXCESS SEBUM AND OILY SHINE
- APPLIES EVENLY WITHOUT STICKING OR WEIGHING HAIR DOWN
- LEAVES NO WHITE RESIDUE

Formulated with Natural Ingredients:

- **RICE STARCH**
ELIMINATES OILY SHINE WITH A GENTLE CLEANSING ACTION THAT WON'T DRY OUT YOUR HAIR.
- **VITAMIN E**
HELPS RESTORE HAIR'S NATURAL SOFTNESS AND SILKY TEXTURE.

Value size: 200 ml

8053617422064

HAIR CARE

PROFESSIONAL DRY SHAMPOO



Fri.
professional
dry shampoo

FRIDAY

**BEFORE
THE PARTY**

FRIDAY SOUNDS LIKE A PARTY :)

With **3D VOLUME**, your hairstyle
definitely will be perfect until
morning!

FRESHNESS AND ROOT VOLUME **LONG-LASTING 3D VOLUME**

- 3D VOLUME AT THE ROOTS, EVEN FOR FINE HAIR
- DEEP CLEANSSES AND PROVIDES ALL-DAY FRESHNESS
- INSTANTLY ELIMINATES EXCESS SEBUM AND OILY SHINE
- APPLIES EVENLY WITHOUT STICKING TO OR WEIGHING DOWN HAIR
- SUITABLE FOR ALL HAIR COLORS
- LEAVES NO WHITE RESIDUE

Formulated with Natural Ingredients:

- **RICE STARCH**
ELIMINATES OILY SHINE WITH A GENTLE CLEANSING ACTION THAT WON'T DRY OUT YOUR HAIR.
- **VITAMIN E**
HELPS RESTORE HAIR'S NATURAL SOFTNESS AND SILKY TEXTURE.

Value size: 200 ml

8053617422071



PROFESSIONAL DRY SHAMPOO



XXL VOLUME, CLEAN & STYLE FRESHNESS AND CLEAN HAIR FOR 48

- VOLUMIZING ROOT LIFT WITH A STYLING EFFECT
- GENTLY CLEANSES AND PROVIDES ALL-DAY FRESHNESS
- INSTANTLY ELIMINATES EXCESS SEBUM AND OILY SHINE
- APPLIES EVENLY WITHOUT STICKING TO OR WEIGHING DOWN HAIR
- SUITABLE FOR ALL HAIR COLORS
- LEAVES NO WHITE RESIDUE

Formulated with Natural Ingredients:

- **RICE STARCH**
ELIMINATES OILY SHINE WITH A GENTLE CLEANSING ACTION THAT WON'T DRY OUT YOUR HAIR.
- **VITAMIN E**
HELPS RESTORE HAIR'S NATURAL SOFTNESS AND SILKY TEXTURE.

Value size: 200 ml

8053617422088



PROFESSIONAL DRY SHAMPOO



EXTRA CLEAN, SMOOTH & SILKY DEEP CLEANSING FOR ALL-DAY FRESHNESS

- LEAVES HAIR SMOOTH AND SILKY
- INSTANTLY ELIMINATES EXCESS SEBUM AND OILY SHINE
- APPLIES EVENLY WITHOUT STICKING TO OR WEIGHING DOWN HAIR
- SUITABLE FOR ALL HAIR COLORS
- LEAVES NO WHITE RESIDUE

Formulated with Natural Ingredients:

- **RICE STARCH**
ELIMINATES OILY SHINE WITH A GENTLE CLEANSING ACTION THAT WON'T DRY OUT YOUR HAIR.
- **VITAMIN E**
HELPS RESTORE HAIR'S NATURAL SOFTNESS AND SILKY TEXTURE.

Value size: 200 ml

8053617422095

LOGISTICS INFORMATION

PROFESSIONAL DRY SHAMPOO



Nº	PRODUCT NAME	NUMBER OF ITEMS IN A TAREBOX	INDIVIDUAL BARCODE	TAREBOX BARCODE
7DAYS MY BEAUTY WEEK DRY SHAMPOO				
1	DRY SHAMPOO FOR TOTAL CLEANSING X2 VOLUME, MBW, 7DAYS, 200 ML MONDAY	24	8053617422033	28053617422037
2	DRY SHAMPOO-CONDITIONER EXTRA FRESH, MBW, 7DAYS, 200 ML TUESDAY	24	8053617422040	28053617422044
3	DRY SHAMPOO FOR EXTRA CLEAN SUPER FRESH, MBW, 7DAYS, 200 ML WEDNESDAY	24	8053617422057	28053617422051
4	DRY SHAMPOO FOR BRUNETTE INVISIBLE, MBW, 7DAYS, 200 ML THURSDAY	24	8053617422064	28053617422068
5	DRY SHAMPOO LONG-LASTING FORMULA 3D VOLUME, MBW, 7DAYS, 200 ML FRIDAY	24	8053617422071	28053617422075
6	DRY SHAMPOO-STYLING XXL VOLUME, MBW, 7DAYS, 200 ML SATURDAY	24	8053617422088	28053617422082
7	DRY SHAMPOO FOR SMOOTH AND SILKY HAIR EXTRA CLEAN, MBW, 7DAYS, 200 ML SUNDAY	24	8053617422095	28053617422099

PARTNERSHIP & ORDERS

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