

SOFIS

ABOUT COMPANY



b.colour
PROFESSIONAL

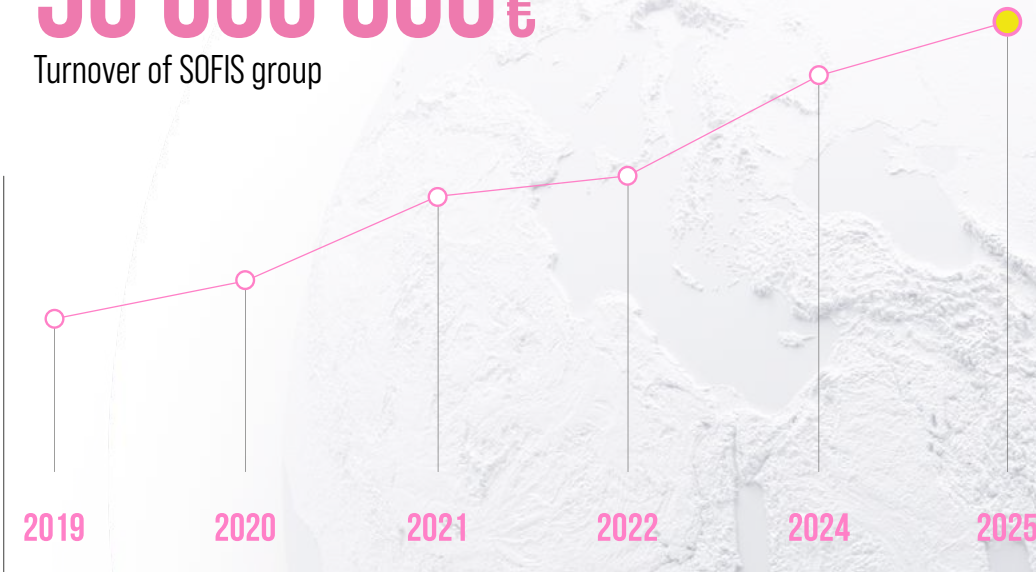
SOFIS GROUP OF COMPANIES

SOFIS

THE MANUFACTURER OF MAKEUP AND SKINCARE STRONG BRAND PORTFOLIO: PROPRIETARY BRANDS 7DAYS AND B.COLOUR PROFESSIONAL

50 000 000 €

Turnover of SOFIS group



OVER 40 000 POS

Sales points in more than 60 countries

2019-2020	2021-2022	2023	2024-2026
Italy	Croatia	Austria	USA
Spain	Bulgaria	France	UAE
Greece	Romania	Germany	Qatar
Georgia	Poland	Ireland	Turkey
Kazakhstan	Lithuania	Norway	Kuwait
Kyrgyzstan	Estonia	Czech Republic	Belgium
United Kingdom	Armenia	Hungary	Denmark
Sweden	Serbia	Latvia	Finland
Netherlands	Ukraine	Slovakia	Switzerland
Australia	Azerbaijan	Montenegro	Malta
Portugal			Slovenia
Cyprus			Peru
			Mexico
			Panama
			Egypt
			New Zealand
			Albania
			Lebanon
			Saudi Arabia
			Colombia
			Vietnam
			Bosnia and Herzegovina
			Japan
			Guatemala
			Paraguay
			Chile
			Canada
			El Salvador
			Argentina

40 000

POINTS OF SALE

300

EMPLOYEES

60 COUNTRIES OF PRESENCE

MORE THAN 700 SKU



WORLDWIDE PRESENCE

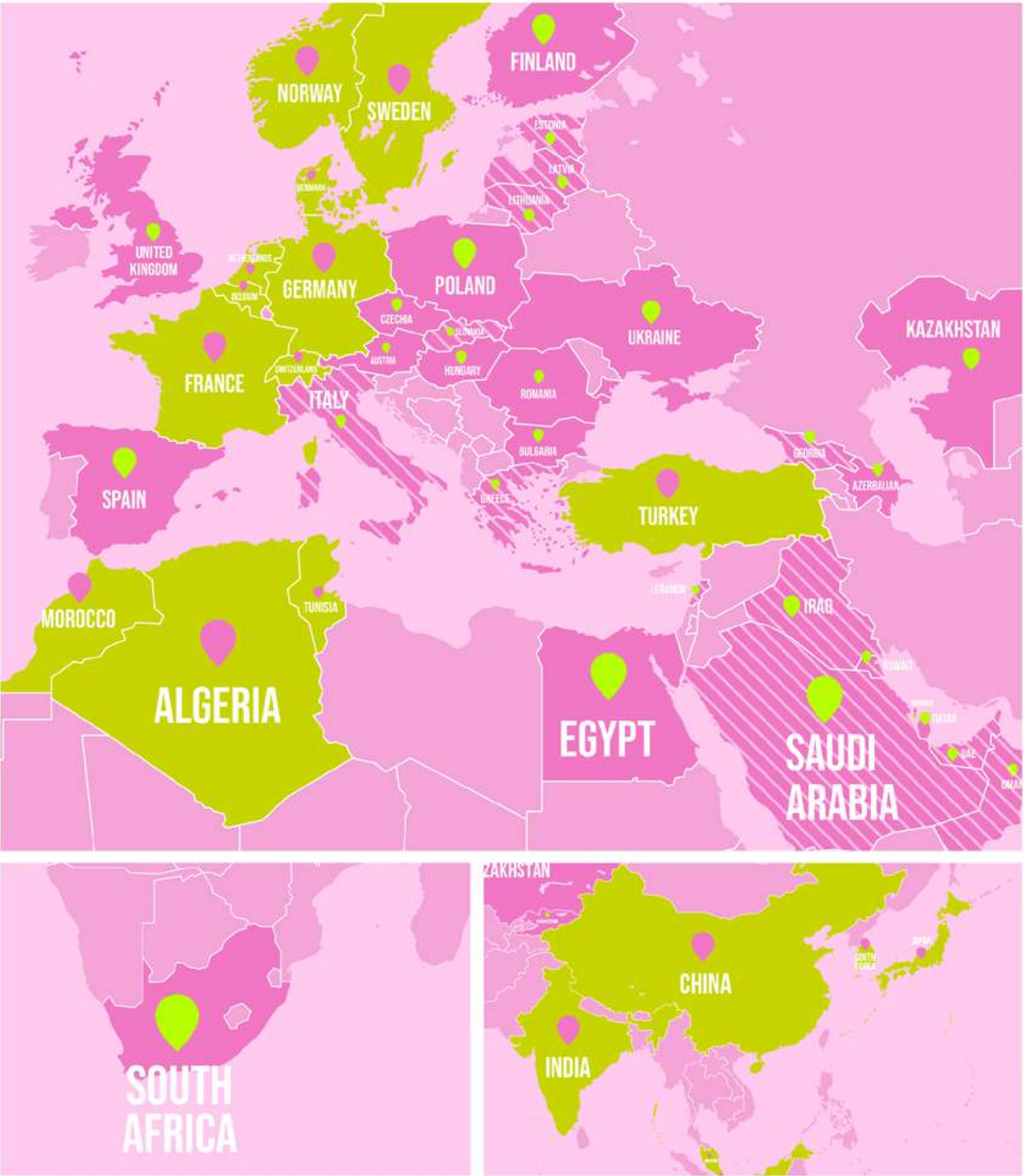
GLOBAL GROUP OF COMPANIES

SOFIS

 **Open**
Partnership Opportunities

 **Active**
Established Presence

 **In Place**
Exclusive Dictidutor



PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS

RETAIL CHAINS



PHARMACY RETAILERS



E-COMMERCE



BENEFITS

OF WORKING WITH SOFIS

STRONG MARKETING SUPPORT

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

HIGH-QUALITY PRODUCTS

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

FLEXIBLE LOGISTICS SOLUTIONS

WAREHOUSES IN THE USA, EU, UAE

WORLDWIDE COMPANY

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

SO FIS



SOFIS GROUP OF COMPANIES PRESENTS 2 BRANDS

SOFIS



7DAYS MULTI-CATEGORY SKINCARE AND MAKEUP BRAND

Cross-Selling – complementary products create ready-to-use sets
Smart System – multifunctional, one product, multiple solutions
Effective – maximum active ingredients, no extras, only what works
International Certification: V-Label, FDA, WERCSmart Verified, EU Compliance, Cruelty-Free
Professional Korean Formulas



B.COLOUR PROFESSIONAL ITALIAN INNOVATIVE MAKEUP BRAND

Professional – makeup stays flawless in any condition
Technological – highly pigmented formulas, 24-hour wear
Bold, Stylish Design – each product is like a fashionable accessory
Hypoallergenic, Non-Comedogenic

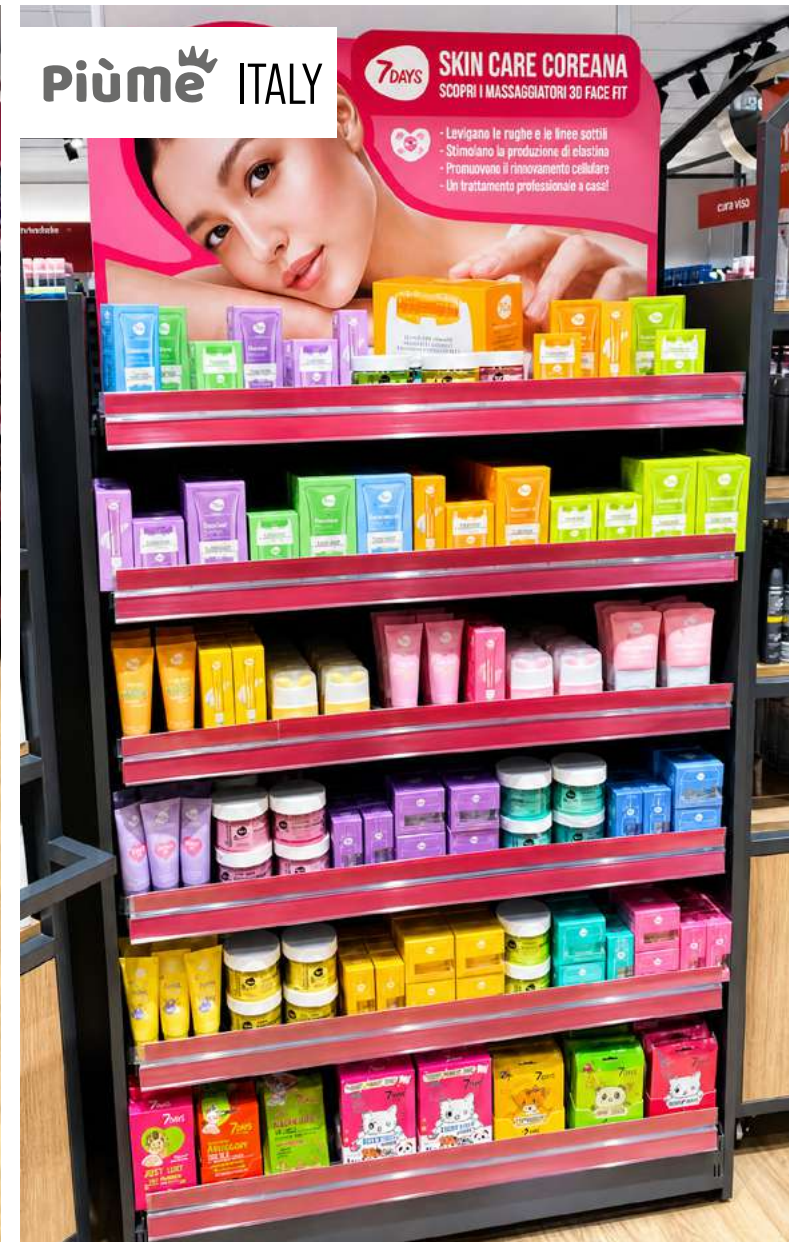
7DAYS IN RETAIL CHAINS



Piùme ITALY



Piùme ITALY



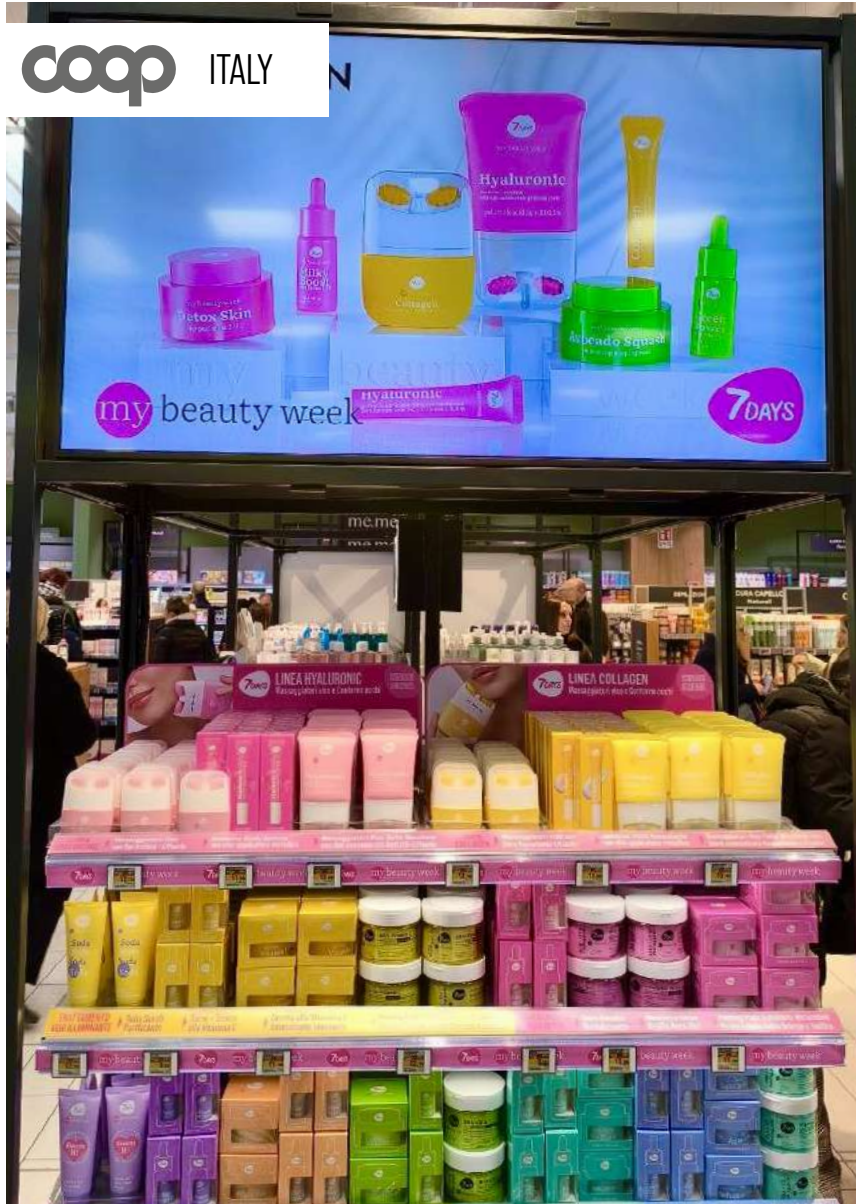
7DAYS IN RETAIL CHAINS



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7DAYS IN RETAIL CHAINS



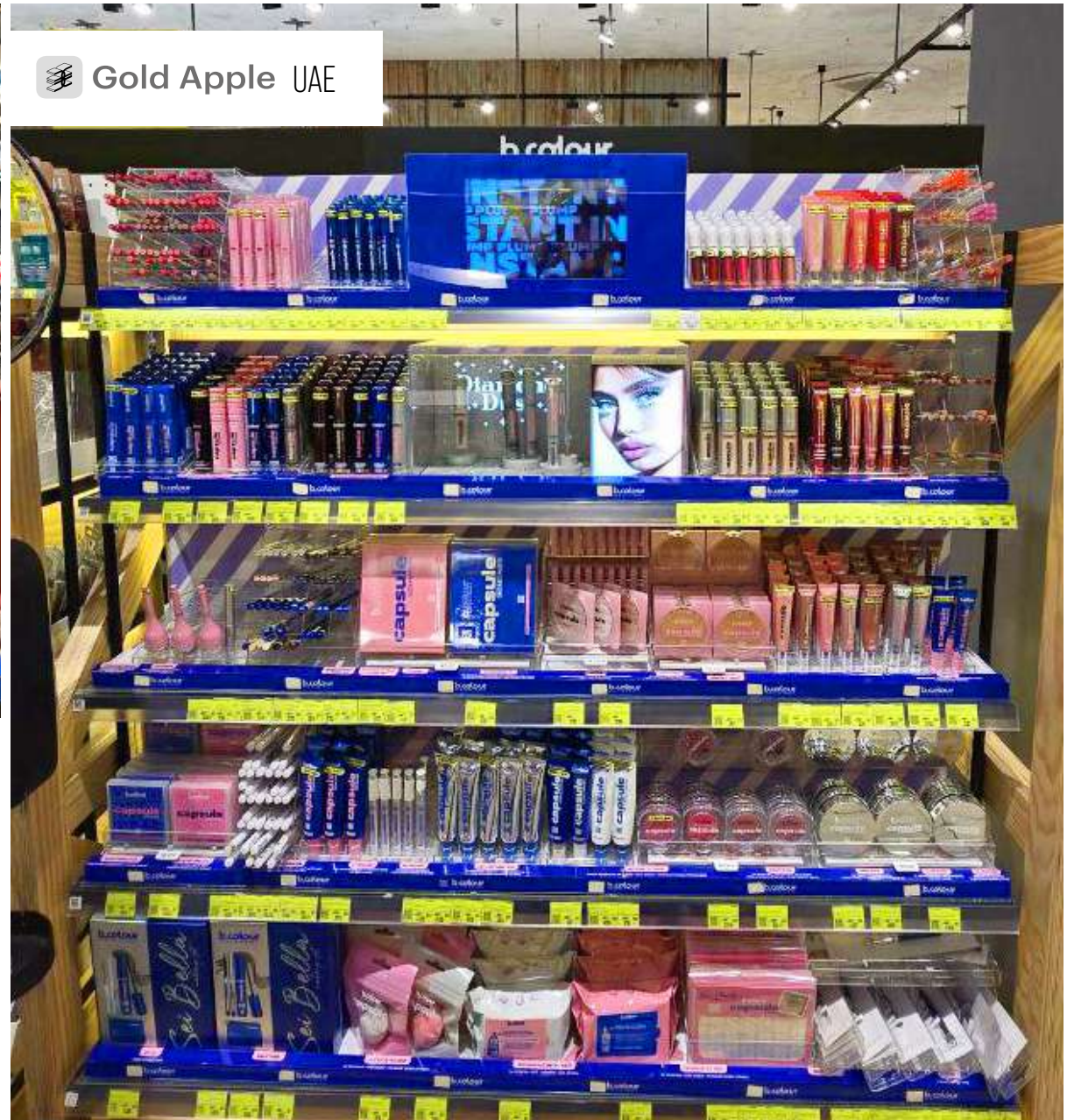
B.COLOUR PROFESSIONAL IN RETAIL CHAINS

b.colour
PROFESSIONAL

Piùme[®] ITALY



Gold Apple UAE



7DAYS AT E-COMMERCE

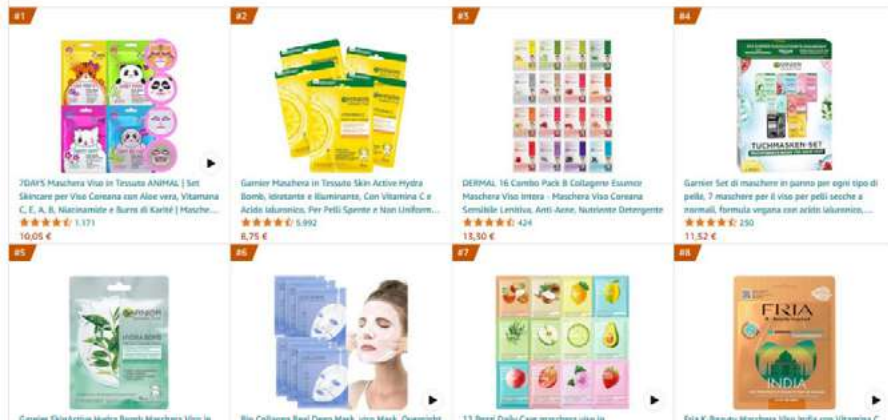
Nº1 IN TISSUE MASKS
ON AMAZON ITALY



Bestseller di Amazon

I nostri prodotti più popolari in base alle vendite. Aggiornamento frequente.

Bestseller in Maschere per il viso



FACE MASK
PRETTY KITTY

FACE MASK
HAPPY SEA CALF

FACE MASK
SWEET PANDA

FACE MASK
WILD TIGER-R-R

7DAYS

Nº1 IN K-BEAUTY DERMA&FACIAL
MASSAGE ROLLERS ON IHERB



iHerb



FACE CREAM
BEAUTY GADGET
NIACINAMIDE

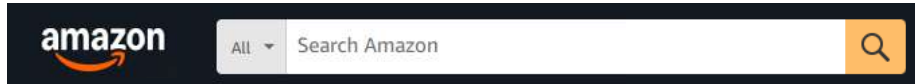
FACE CREAM
BEAUTY GADGET
VITAMIN C

FACE CREAM
BEAUTY GADGET
HYALURON

FACE CREAM
BEAUTY GADGET
RETINOL

7DAYS AT E-COMMERCE

AMAZON
THE BEAUTY BESTSELLER



WALMART
THE ULTIMATE TOP SELLER



**FACE CREAM
BEAUTY GADGET
COLLAGEN**



**FACE CREAM
BEAUTY GADGET
COLLAGEN**



**EYE CREAM
COOLING MASSAGER
COLLAGEN**



**FACE CREAM
BEAUTY GADGET
HYALURON**



**FACE CREAM
BEAUTY GADGET
HYALURON**



**EYE CREAM
COOLING MASSAGER
HYALURON**

7DAYS AT E-COMMERCE

ZALANDO
THE LEADING SKINCARE ESSENTIAL



**FACE CREAM
BEAUTY GADGET
NIACINAMIDE**

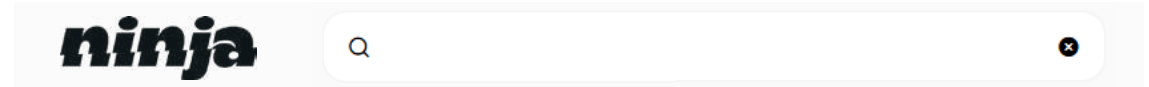


**FACE CREAM
BEAUTY GADGET
VITAMIN C**



**EYE CREAM
COOLING MASSAGER
VITAMIN C**

NINJA
BEST-SELLING FACE MASK ESSENTIAL



**FACE MASK
DYNAMIC MONDAY**



**FACE MASK
EASY WEDNESDAY**



**FACE MASK
BLAZING FRIDAY**



**FACE MASK
PERFECT SUNDAY**

SOFIS BECOMES A GLOBAL BRAND

SHOWCASING AT INTERNATIONAL FAIRS

SOFIS

COSMOPROF
WORLDWIDE BOLOGNA

beautyworld
ASIA HONG KONG

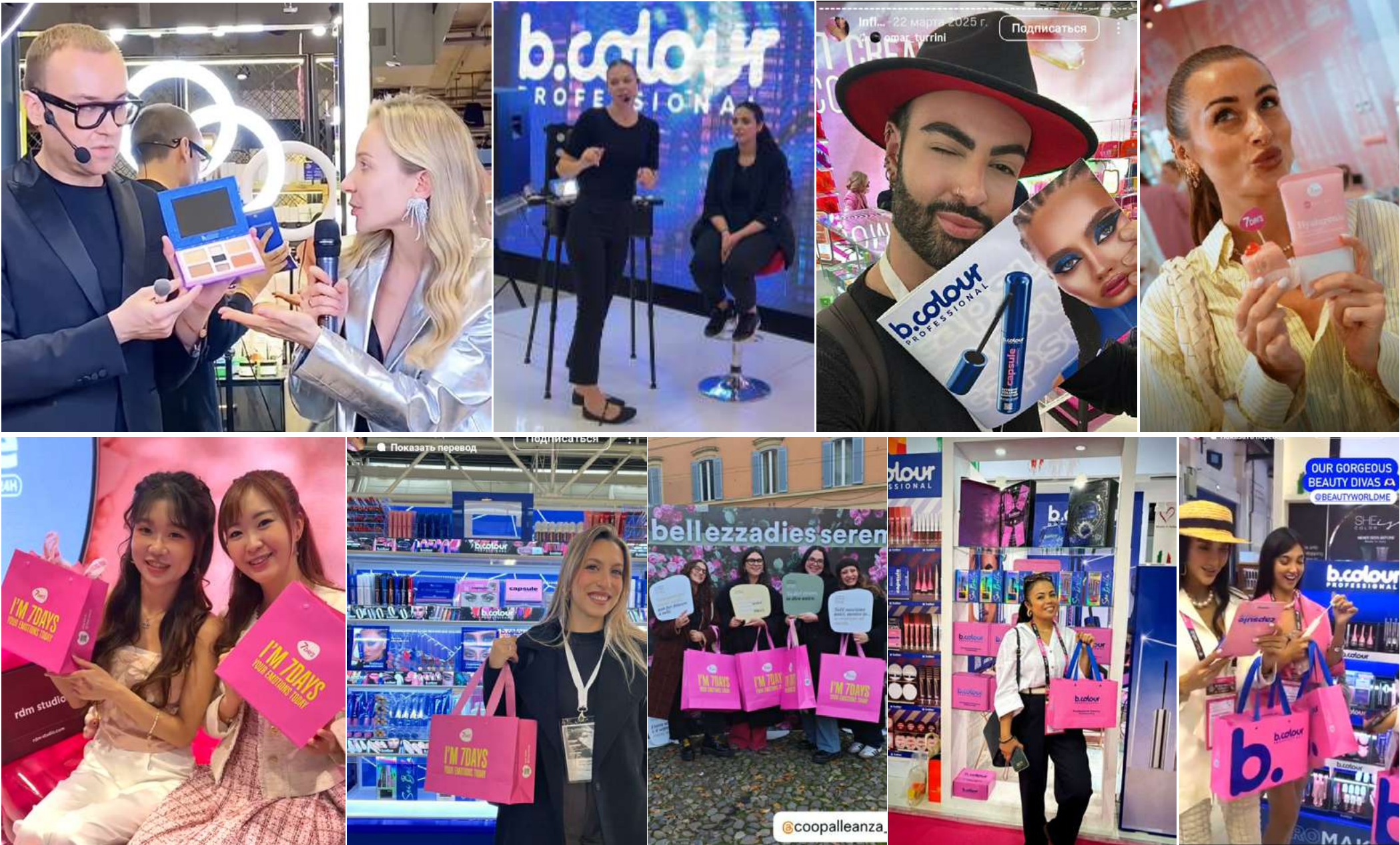
COSMOPROF
NORTH AMERICA LAS VEGAS

COSMOPROF
NORTH AMERICA LAS VEGAS



MARKETING & RETAIL SUPPORT ACTIVITIES

SOFIS



SOFIS POSM

SOFIS



SOFIS PRESENCE IN SOCIAL NETWORKS

STRONG MARKETING SUPPORT

SOFIS

92 000 000
TOTAL VIEWS



@BCOLOURMAKEUP.IT



@MY7DAYS.IT



MORE THAN

23 000 000
VIEWS



MORE THAN

52 000 000
VIEWS



MORE THAN

17 000 000
VIEWS

