



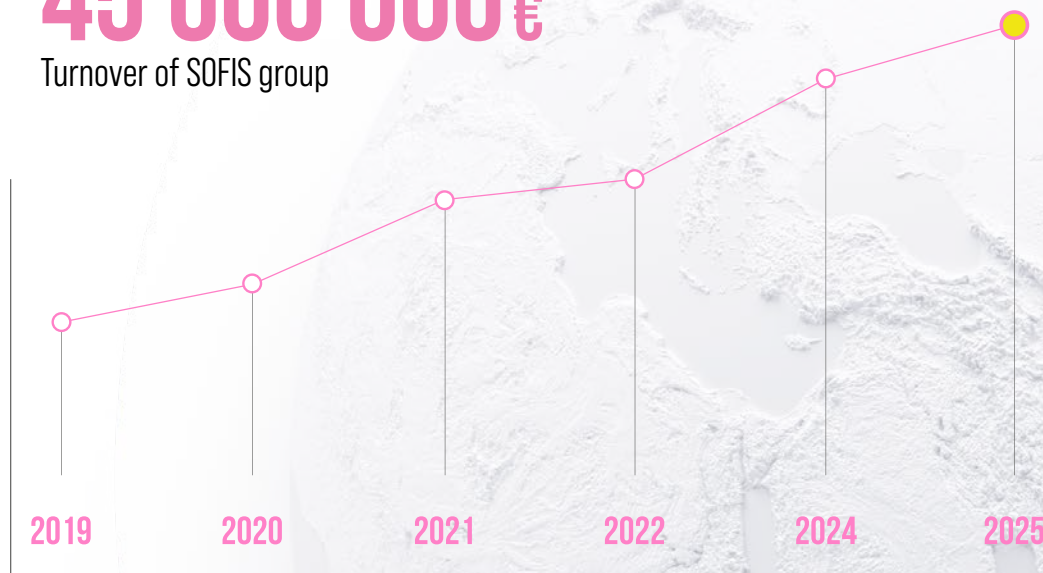
ABOUT COMPANY

ABOUT US

SOFIS HAS SHOWN STRONG YEAR-OVER-YEAR GROWTH MOMENTUM SINCE 2019

45 000 000 €

Turnover of SOFIS group



36 000

POINTS OF SALE

300

EMPLOYEES

60

COUNTRIES OF PRESENCE

MORE THAN 700

SKU

WORLDWIDE PRESENCE

GLOBAL GROUP OF COMPANIES

36 000 POS

Sales points in more than 60 countries

2019-2020	2021-2022	2023	2024-2025
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



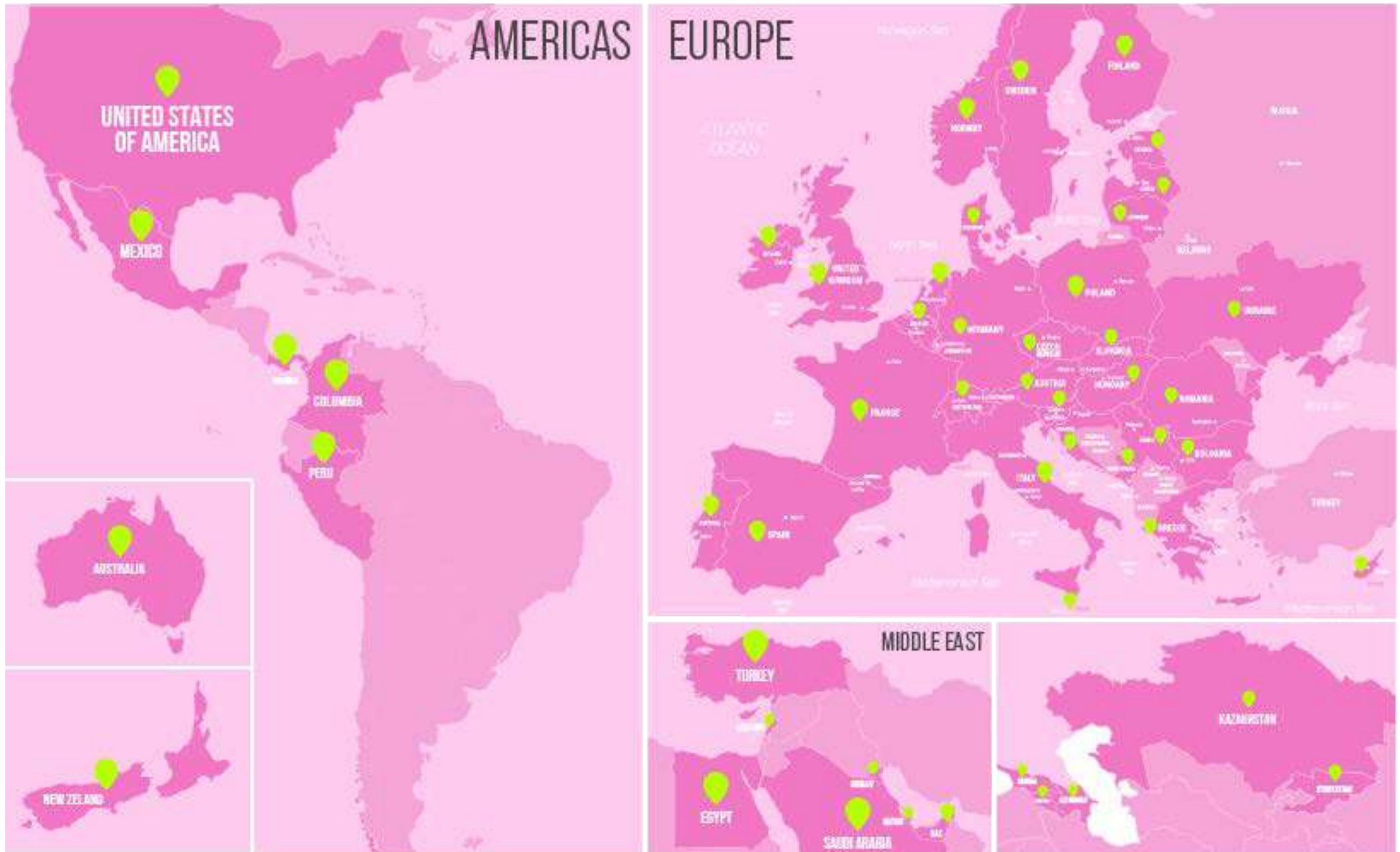
SOFIS



WORLDWIDE PRESENCE

GLOBAL GROUP OF COMPANIES

SOFIS



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 AND CPNP, FEATURING GREEN DOT, CRUELTY-FREE, AND ECO-FRIENDLY TRADEMARKS

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)

SOFIS



SOFIS GROUP OF COMPANIES PRESENTS 2 BRANDS

SOFIS

7DAYS

MULTI-CATEGORY BRAND OF SKINCARE
AND MAKEUP FOR EVERYONE



b.colour
PROFESSIONAL

AN INNOVATIVE PROFESSIONAL
MAKEUP BRAND FOR MAKEUP
ARTISTS AND ALL BEAUTY LOVERS



SOFIS IN RETAIL CHAINS



SOFIS IN RETAIL CHAINS

SOFIS

BestValue ROMANIA
DUTY FREE EXPERIENCE



Caddy's ITALY



Gold Apple UAE



SOFIS IN RETAIL CHAINS

SOFIS

TIGOTA ITALY



BEAUTY★STAR ITALY

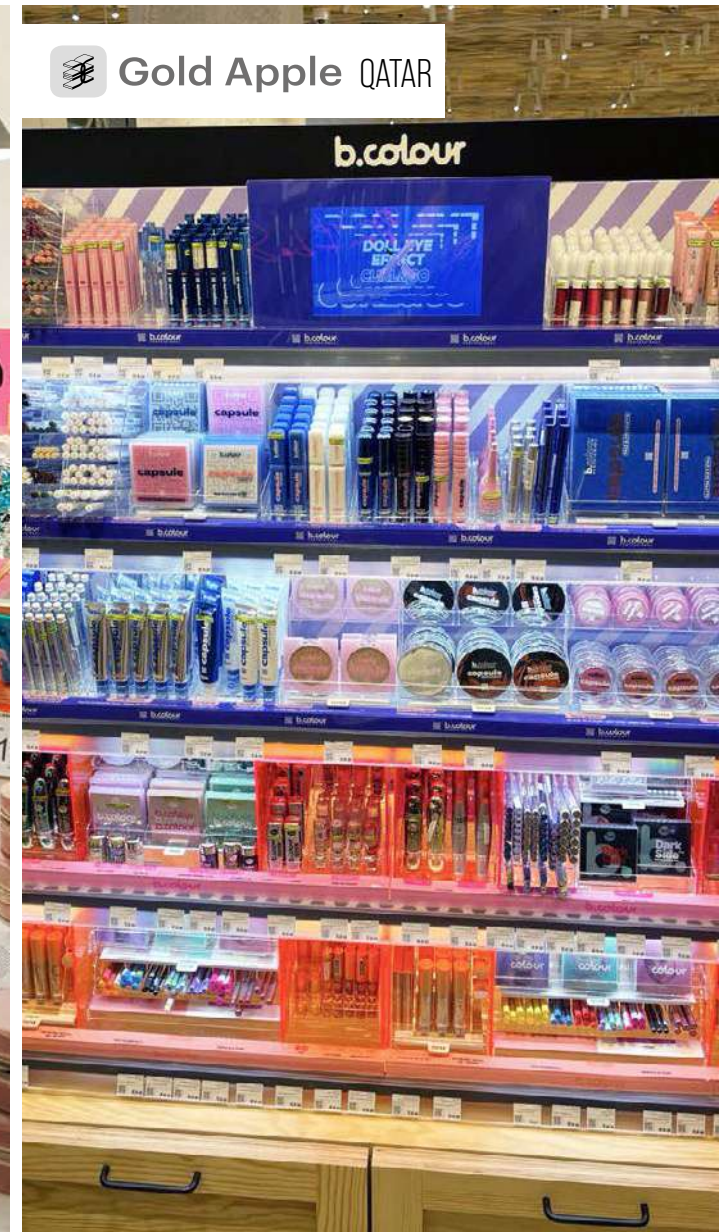


coop ITALY



SOFIS IN RETAIL CHAINS

SOFIS



SOFIS AT E-COMMERCE

SOFIS

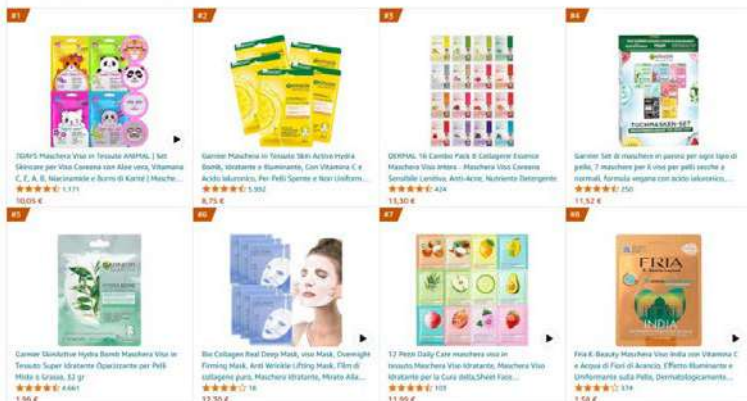
X 10 SALES GROWTH ON
AMAZON EUROPE AND USA

amazon

Bestseller di Amazon

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

Bestseller in Maschere per il viso



Nº1 IN TISSUE MASKS ON AMAZON ITALY



amazon business | Fatture con IVA disponibili in automatico | Scopri di più »

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7 DAYS

Facial Mask Gift Set - Moisturizing, Brightening, Nourishing, Moisturizing Sheet Mask Set - Beauty Gift Set with Facial Masks for Women, 7 Pieces

Visit the 7Days Store

4.5 stars (280 votes) | Search this page

30+ purchased in the last month

TOP-10 IN TISSUE MASKS ON AMAZON FRANCE



SOFIS BECOMES A GLOBAL BRAND

SHOWCASING AT INTERNATIONAL FAIRS

SOFIS

COSMOPROF
WORLDWIDE BOLOGNA



beautyworld
MIDDLE EAST



COSMOPROF
NORTH AMERICA LAS VEGAS



TUBING LASH MASCARA B.COLOUR PROFESSIONAL

SOFIS

WINNER OF COSMOPROF AWARDS 2024

2024
FINALIST

MAKE UP & NAIL PRODUCTS

COSMOPROF NORTH AMERICA
Awards

in partnership with
BEAUTYSTREAMS

b.colour
PROFESSIONAL

capsule
LASH MASCARA

EXTREME
VOLUME
ADDICTED
SUPER STAY

b.colour
PROFESSIONAL

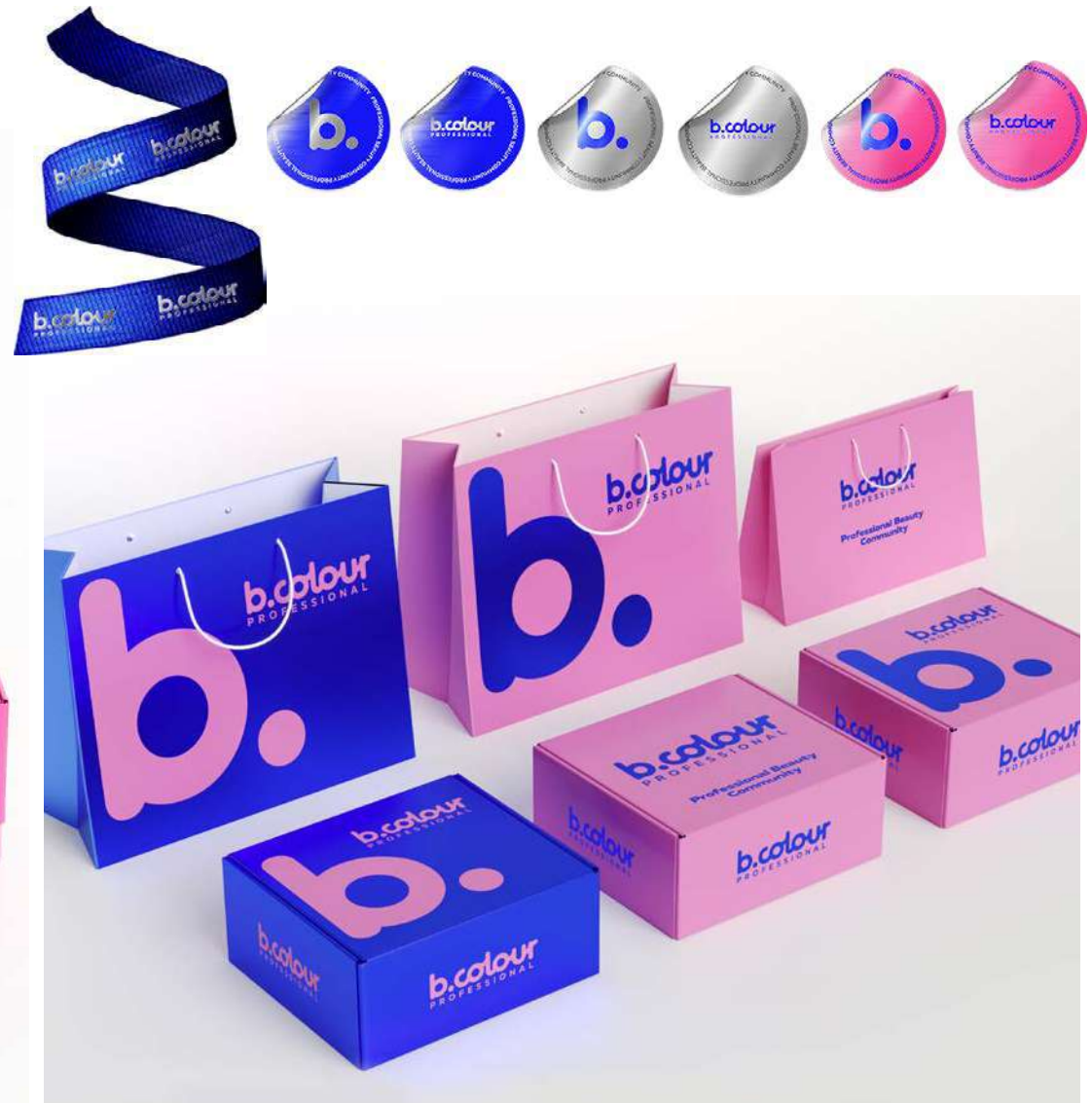
capsule
CC CREAM + HYDRO 3IN1
OI LIGHT

WINNER COSMOPROF
NORTH AMERICA AWARDS
2024

SOFIS MERCH

BOXES, BAGS, STICKERS, NOTEBOOKS, RIBBONS, PENS, PENCILS

SOFIS



SOFIS PRESENCE IN SOCIAL NETWORKS

STRONG MARKETING SUPPORT

SOFIS

156 000 000
TOTAL VIEWS



MORE THAN

36 000 000
VIEWS



MORE THAN

103 000 000
VIEWS

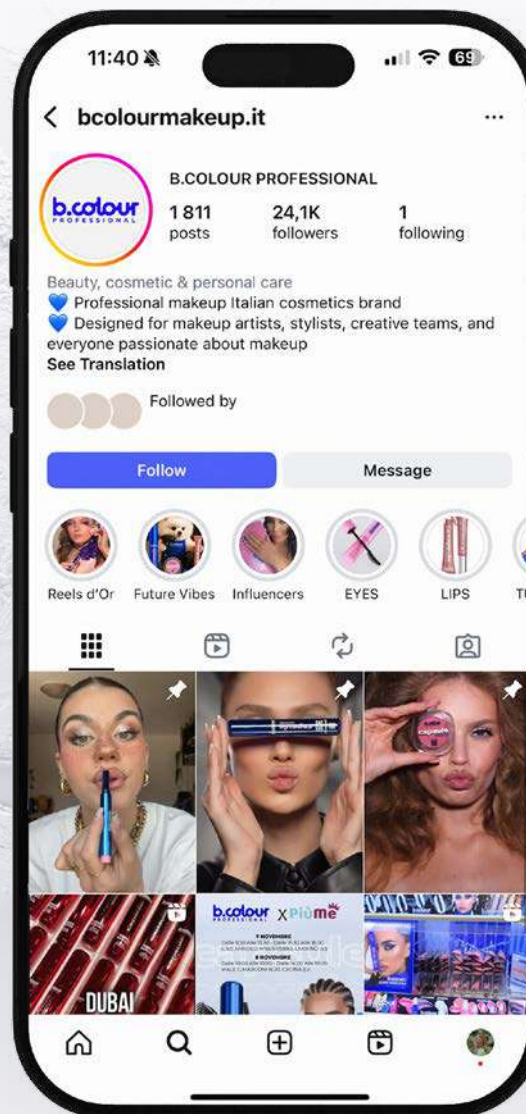


MORE THAN

17 000 000
VIEWS



@BCOLOURMAKEUP.IT



@MY7DAYS.IT

