



7 DAYS

b.colour

#MAKEUP

# THEY TRUST US:

## TRENDSETTERS, EXPERIMENTERS

THEIR INTERESTS: SHOOTING CONTENT, STRIKING LOOKS, PARTIES, EXPERIMENTS, BLOGGING, SOCIAL MEDIAS, ENTERTAINMENTS, BEAUTY AND HEALTH.

## MAIN DRIVER TO BUY:

TO STAND OUT, TO BE BRIGHT AND MEMORABLE





# IN 2023

we will strengthen the top position on the market by expanding the product portfolio in makeup cosmetics.

## AGGRESSIVE GROWTH

in all key segments and channels due to reinforcement of brand advantages.

Growth of penetration and brand knowledge through 360-degree communication.

# COLLECTION

## b.colour - 85 SKU

COMPETITIVE AND PROFITABLE GROWTH  
(12% GAGR IN THE COSMETICS  
CATEGORY)

# WE CONTINUE TO FOCUS ON A YOUNG AUDIENCE:

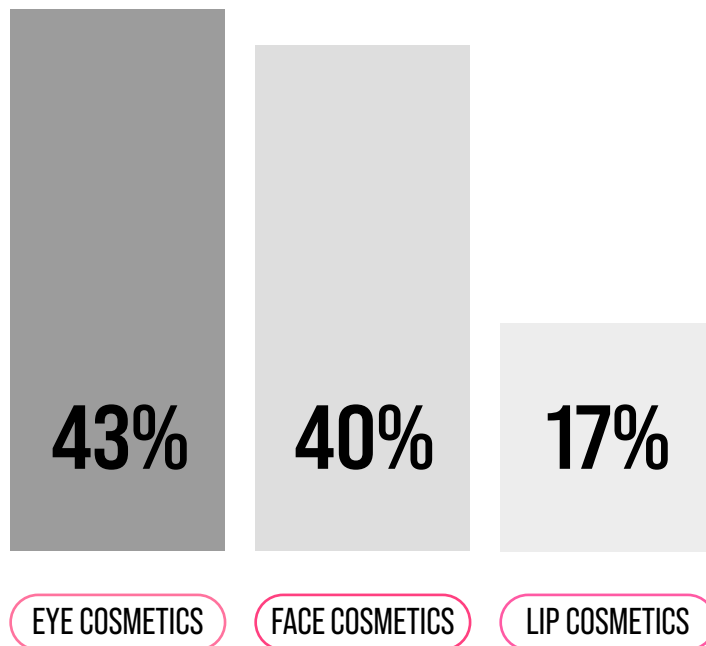
zoomers, flexers, tiktokers and likers are growing with us: starting to take more conscious care of themselves, emphasizing individuality, choosing unusual products and striking designs.



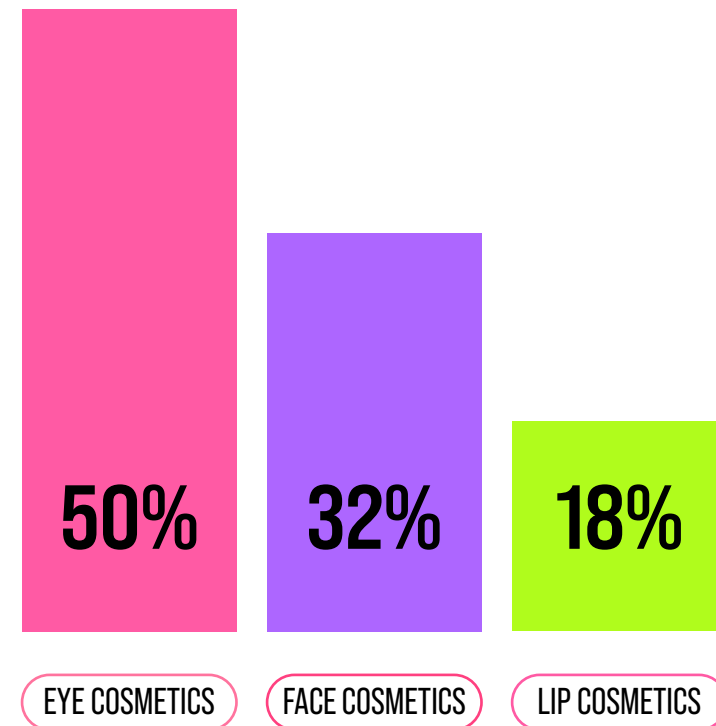
# WHY B.COLOUR?

7DAYS

SALES IN MILLIONS  
OF UNITS, COSMETICS  
INDUSTRY



**b.colour** 85 SKU in growing market categories





## BROW FIX GEL & EYELINER 01 MAGIC WAND

**2IN1: TRANSPARENT EYEBROW GEL, BLACK EYELINER**

Deep black colour

Ultra-resistant

Extra strong fixing and styling

Lamination effect

1 x 2 ml | 1 x 0,3 ml

8057592522962





## LIQUID CONCEALER

### 3IN1: CONCEALER, CORRECTOR, SCULPTOR

Masking imperfections  
Perfect even tone  
Resistant and tight-fitting coating  
Convenient applicator

**01 LIGHT**

8 ml | 8057592522153

**02 LIGHT MEDIUM**

8 ml | 8057592522160

**03 MEDIUM**

8 ml | 8057592522177



7DAYS



## MULTIFUNCTIONAL MAKEUP KIT HYPER GLOW

### FACE SCULPTING PALETTE 4IN1:

Highlighter, bronzer, blush, powder-highlighter  
Natural makeup accents  
Professional quality, longwear

4 pcs x 3,2g

8057592522184







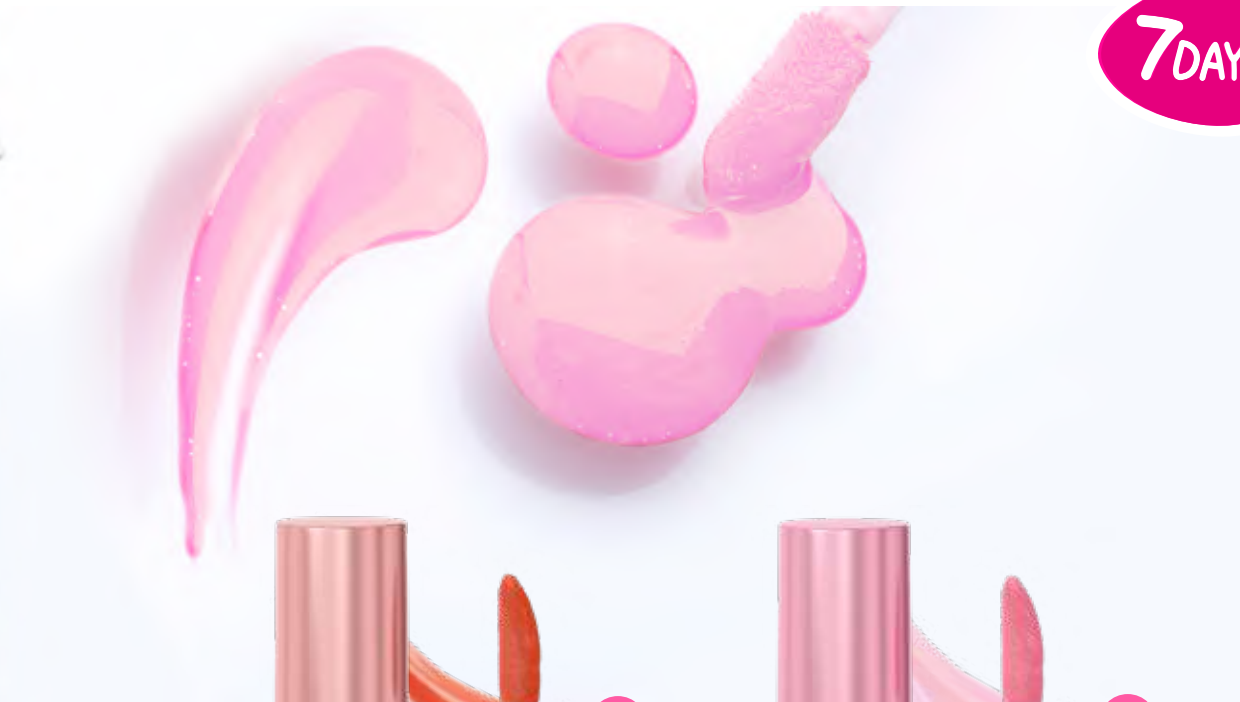
## LOOSE SETTING POWDER NEUTRAL

Mattifies  
Fixes makeup  
Smooths the skin

3 g

8057592522191





7 DAYS

## PLUMPING LIP GLOSS

**3IN1: MOISTURIZING AND PLUMPING LIPS  
WITH HYALURONIC ACID**

Visually plumps lips  
Glossy finish  
Moisturizes and smoothes

**01 NUDE**

2,5 ml | 8057592522054

**02 SOFT PINK**

2,5 ml | 8057592522061





7DAYS



## MATTE LIQUID LIPSTICK

Velvet matte colour  
Long-lasting formula  
Convenient applicator

01 DUSTY ROSE

2,5 ml | 8057592521941

02 PINK

2,5 ml | 8057592521958

03 RASPBERRY

2,5 ml | 8057592521965





## LONGWEAR KAJAL EYELINER

3IN1: PENCIL, KAJAL, CREAM EYESHADOW

Trendy pastel colours  
Waterproof formula

01 WHITE

0,25 g | 8057592522795

02 MINT

0,25 g | 8057592522801

03 LAVENDER

0,25 g | 8057592522818

07 BLACK

0,25 g | 8057592522856



SHARPENER FOR ULTRA-THIN LINES







## MAKEUP GRAPHIC LINERS SET UVGLOW NEON PASTEL 10 B.MATCH

**2IN1: FACE AND BODY LINERS**

Multiple colours  
Easy-to-mix  
Ultra-resistant

8 pcs x 5 g

8057592525505





## EYESHADOW PALETTE

9 perfectly matching colours  
Matte and shimmer finishes  
Complement bright looks  
Ideal for nude makeup  
High pigmentation



01 VIOLET MACARONS

9 pcs x 1 g | 8057592522665

02 PISTACHIO CAKE

9 pcs x 1 g | 8057592522672

03 BUBBLEGUM

9 pcs x 1 g | 8057592522689



## SOFTENING LIP OIL

Tasty! Just don't eat it  
Hydration and nutrition  
3D glossy lips

**01 BABY BLACKBERRY**

4 ml | 8057592522078

**02 SWEET STRAWBERRY**

4 ml | 8057592522085

**03 CANDY MANIA**

4 ml | 8057592523228

**04 COLA-LA-LA**

4 ml | 8057592523235

**05 ICE CREAM DREAM**

4 ml | 8053617420015

**06 VANILLA CAKE**

4 ml | 8053617420008

**07 BOOM BUBBLE GUM**

4 ml | 8053617420022





## EYESHADOW PALETTE

9 perfect colours  
Wide variety of textures  
Nude and bright makeup  
High pigmentation



**01 LUXURY LIFE**

9 pcs x 1 g | 8057592522627



**02 MIDSUMMER FAIRYTALE**

9 pcs x 1 g | 8057592522641



**03 RAINBOW DASH**

9 pcs x 1 g | 8057592522658



## MULTICHROME LIQUID EYESHADOW

3D chameleon eyeshadow | Multichrome glow  
Intensive colour | Ultra-resistant 12H

01 SAPPHIRE

1,5 ml | 8057592522559

02 CITRINE

1,5 ml | 8057592522566

03 AMBER

1,5 ml | 8057592522573

04 EMERALD

1,5 ml | 8057592522580

05 DIAMOND

1,5 ml | 8057592522597

06 NORTHERN LIGHTS

1,5 ml | 8057592522603

07 CHERRY BLOSSOM

1,5 ml | 8057592522610



7DAYS





02



03



04



05



08



## BLACK&METALLIC MASCARA

Black: smoky eye effect  
Metallic: bright shades  
Ultra-resistant 24H

02 GREY

8 ml | 8057592522290

03 BROWN

8 ml | 8057592522306

04 BLUE

8 ml | 8057592522313

05 GREEN

8 ml | 8057592522320

08 BLACK

8 ml | 8057592522351



01



02



## FACE, BODY & HAIR GLITTER

**3IN1: FOR FACE, BODY AND HAIR**

Holographic shine  
Ultra-resistant for all day  
Quick-drying formula

**01 POSE**

25 g | 8057592522979

**02 HYPE**

25 g | 8057592522986





BE NEON | UV GLOW

## LINER&STAMP UVGLOW

2IN1: EYELINER AND MAKEUP

UVglow  
Multifunctional

01 ROSE HEART

2 ml | 8057592522719

02 LIME STAR

2 ml | 8057592522726

03 FIRE MOON

2 ml | 8057592522733





## LINER AND STAMP

### 2IN1: EYELINER AND ART MAKEUP

Perfect for thin and wide lines  
Multifunctional  
Intensive pigment  
Ultra-resistant

**01 DARK HEART** 2 ml | 8057592522757

**02 BLACK STAR** 2 ml | 8057592522764

**03 DUSKY MOON** 2 ml | 8057592522788





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## HOLOGRAPHIC LIPSTICK

5IN1: LIPSTICK, LIP BALM, GLITTER,  
HIGHLIGHTER, EYESHADOW

Hydration  
Shine and glow



01 BARBIE

4 g | 8057592521972



02 UNICORN

4 g | 8057592521989



03 SUN

4 g | 8057592521996



04 SMURFETTE

4 g | 8057592522009

## EYESHADOW PALETTE

9 perfect shades  
Variety of textures  
Bright and nude makeup  
High pigmentation



### 01 BLACK MAMBA

9 pcs x 1 g | 8053617422200



### 02 MAGIC POISON

9 pcs x 1 g | 8053617422217





## SMOKY EYE LASH MASCARA PUSH UP 01 BLACK

Long-lasting extra volume  
Deep black shade  
Does not crumble or smudge

8 ml | 8053617421715



MAY BE APPLIED ON LIPS

## MULTICHROME LIQUID EYESHADOW

3D eyeshadow  
Multichrome gloss  
Bright shades  
Ultra-resistant 12H

**01 HELL FIRE**

1,5 ml | 8053617421722

**03 GOLD BLOOD**

1,5 ml | 8053617421746





7DAYS



## FACE&BODY GLITTER GEL MINI

Holographic gloss  
Easy application  
Quick-drying formula  
Ultra-resistant

01 WITCH EVERYDAY

10 g | 8053617421784

02 CRUELLA

10 g | 8053617421791

03 GHOST BRIDE

10 g | 8053617421807

04 BEAUTY POISON

10 g | 8053617421814





7DAYS



01



02

## BLACK LIP TINT

Wet glossy finish  
Ultra-resistant  
Hydrating and plumping formula

01 VAMPIRE

3,5 g | 8053617421760

02 DARKNESS

3,5 g | 8053617421777



## EYESHADOW PALETTE

9 perfect shades  
Variety of textures  
Bright and nude makeup  
High pigmentation



### 01 QUEEN ALEXA

9 pcs x 1 g | 8053617422347

### 02 MAGIC&FANCY

9 pcs x 1 g | 8053617422354



## WATERPROOF GLITTER EYELINER

Waterproof formula  
Thick and thin lines  
Glossy shimmer and glitter

### 01 CHRISTMAS LIGHTS

0,5 g | 8053617422309

### 02 MIDNIGHT PARTY

0,5 g | 8053617422316



## WATERPROOF METALLIC EYELINER

Metallic effect  
Thick and thin lines  
Waterproof formula

### 01 SNOWMAN

0,5 g | 8053617422323

### 02 CHRISTMAS MIRACLE

0,5 g | 8053617422330



## WATERPROOF EYE PENCIL

3in1: eye pencil, kajal, cream eyeshadow  
Fantastic shining  
Waterproof formula  
Ultra-soft

### 01 CHRISTMAS TREE

0,25 g | 8053617422361

### 02 SNOWFLAKE

0,25 g | 8053617422378





## GLITTER CREAM EYESHADOW

Ultra-shimmering glitter  
Perfect shading  
Ultra-resistant 12 H

01 PROSECCO

1,1 g | 8053617422279

02 CHAMPAGNE

1,1 g | 8053617422286



HYPNOTIC SHINE FOR SPECIAL MOMENTS



## FACE, BODY & HAIR GLITTER GEL 01 FIREWORKS

Holographic shine  
Ultra-resistant  
Easy and comfortable application  
Quick-drying formula

25 g | 8053617421869





7DAYS



## FACE&BODY GLITTER GEL MINI

Holographic gloss  
Easy application  
Quick-drying formula  
Ultra-resistant

01 HOLIDAY CRUSH

10 g | 8053617421821

02 SNOWY ELF

10 g | 8053617421838

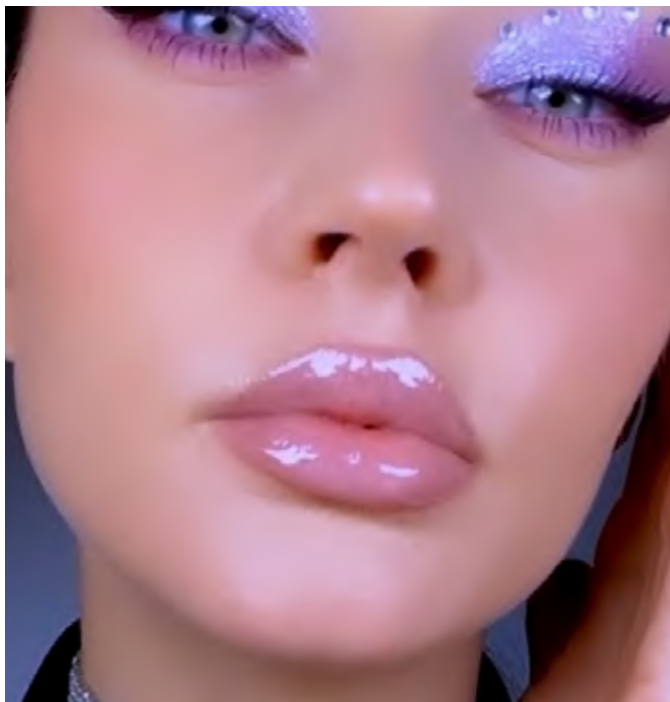
03 MAGIC TRICK

10 g | 8053617421845

04 DEAR SANTA

10 g | 8053617421852





## GLOSSY LIP OIL

2in1: lip oil and lipstick top  
Hydration and softening

**01 COOL BABY**

9 g | 8053617422385

**02 HOLO BABY**

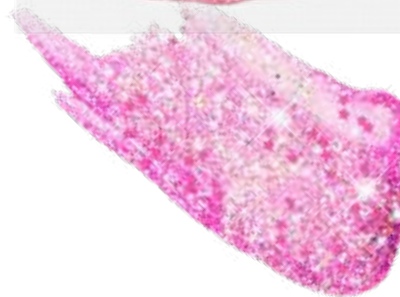
9 g | 8053617422392





## GEL-GLITTER FOR FACE, HAIR AND BODY

Holographic gloss  
Easy application  
Quick-drying formula  
Ultra-resistant



**901 PLAYFUL PINK**

90 ml | 8056234471163



**902 DOPE**

90 ml | 8056234471170



**905 BRILLIANT BLUE**

90 ml | 8053617422118



## SMOKY EYES MASCARA 01 BLACK

Long-lasting extra volume  
Deep black shade  
Does not crumble or smudge

5 ml | 8053617422620





### ORDER PRODUCTS

ORDER@7DAYSMAIL.COM

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+1 530 782 56 44

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