



# MAKEUP

# ABOUT US

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

## 45 000 000 €

Turnover of 7DAYS group



# WORLDWIDE PRESENCE

GLOBAL BRAND

## 36 000 POS

Sales points in more than 52 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
			Columbia



**36 000**  
POINTS OF SALE



**300**  
EMPLOYEES



**52** COUNTRIES OF PRESENCE



MORE THAN  
**700** SKU



# PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS

## RETAIL CHAINS



## PHARMACY RETAILERS



## E-COMMERCE



# BENEFITS

OF WORKING WITH 7DAYS



## 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 USA, EU, UAE



## WORLDWIDE COMPANY

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





# MAKEUP

EYES. LASH MASCARA. B.COLOUR



## LASH MASCARA

BLACK: SMOKY EYE EFFECT | METALLIC: BRIGHT SHADES  
ULTRA-RESISTANT 24H



TONE 01 BLACK	8053617421715	8 ml
TONE 01 BLACK	8053617422620	5 ml
TONE 02 GREY	8057592522290	8 ml
TONE 03 BROWNE	8057592522306	8 ml
TONE 04 BLUE	8057592522313	8 ml
TONE 05 GREEN	8057592522320	8 ml
TONE 08 BLACK	8057592522351	8 ml



# MAKEUP

EYES. EYESHADOW PALETTE. B.COLOUR



**01 LUXURY LIFE**

9 pcs x 1 g | 8057592522627



## EYESHADOW PALETTE

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



**02 MIDSUMMER FAIRYTALE**

9 pcs x 1 g | 8057592522658



**03 RAINBOW DASH**

9 pcs x 1 g | 8057592522641

EYES. LIQUID EYESHADOW. B.COLOUR



## MULTICHROME LIQUID EYESHADOW

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



may be applied on lips



**01 SAPPHIRE**

1,5 ml | 8057592522559



**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

# MAKEUP

EYES. KAJAL PENCIL. B.COLOUR



Sharpener for ultra-thin lines

## LONGWEAR KAJAL EYELINER

3in1: pencil, kajal, cream shadows | trendy pastel colours | water-resistant 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

EYES. LIQUID EYESHADOW. B.COLOUR



OPEN YOUR  
BRILLIANT SIDE

*Winter Edition*

## 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



# MAKEUP

EYES. EYESHADOW PALETTE. B.COLOUR



**01 VIOLET MACARONS**

9 pcs x 1 g | 8057592522665



9 perfectly matching colours  
matte and shimmer finishes  
complement bright looks  
ideal for nude makeup  
high pigmentation

## EYESHADOW PALETTE



**02 PISTACHIO CAKE**

9 pcs x 1 g | 8057592522672



**03 BUBBLEGUM**

9 pcs x 1 g | 8057592522689

EYES. LIQUID EYESHADOW. B.COLOUR



## LINER&STAMP UVGLOW 2IN1

2in1: eyeliner, art makeup UVglow  
Multifunctional  
Bright shades



**01 ROSE HEART**

2 ML | 8057592522719



**02 LIME STAR**

2 ML | 8057592522726



**03 FIRE MOON**

2 ML | 8057592522733

## LINER&STAMP 2IN1



**01 DARK HEART**

2 ML | 8057592522757



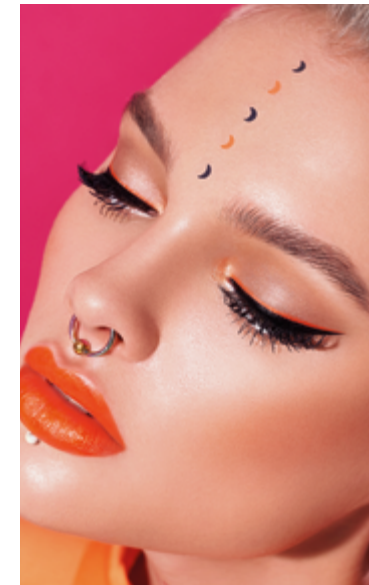
**02 BLACK STAR**

2 ML | 8055304761609



**03 DUSKY MOON**

2 ML | 8057592522788



2in1: eyeliner, art makeup Perfect for  
thin and wide lines | Deep black pigment



# MAKEUP

EYES. EYELINER. B.COLOUR



## WATERPROOF GLITTER EYELINER 2IN 1

waterproof formula | thick and thin lines  
glossy shimmer and glitter



01 CHRISTMAS LIGHTS

0,5 g | 8053617422309

02 MIDNIGHT PARTY

0,5 g | 8053617422316

EYES. KAJAL PENCIL. B.COLOUR

## WATERPROOF EYE PENCIL 3IN 1

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

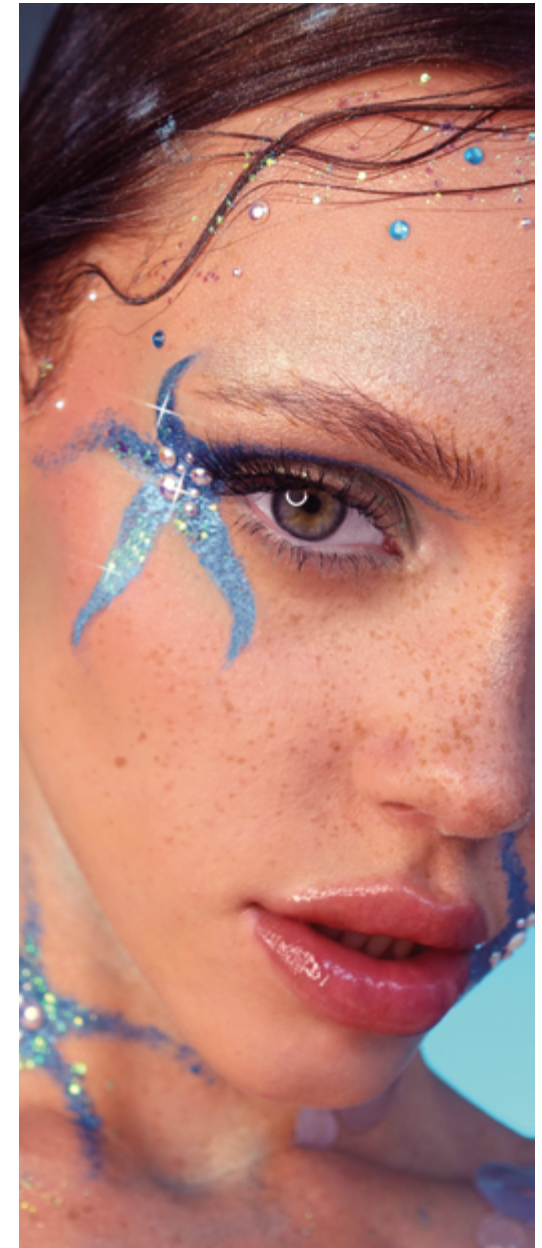


01 CHRISTMAS TREE

0,25 g | 8053617422361

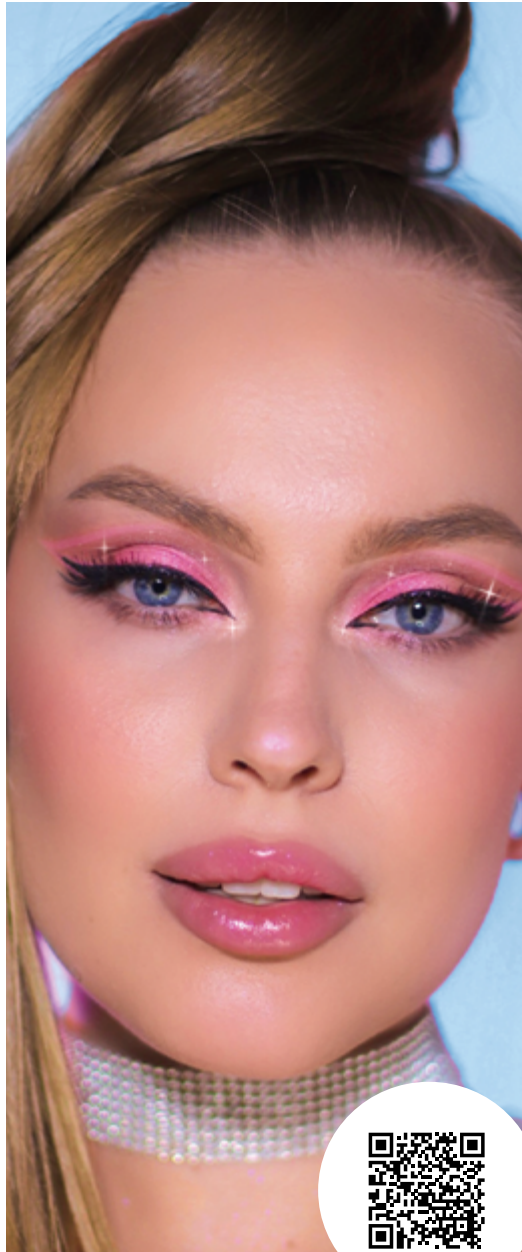
02 SNOWFLAKE

0,25 g | 8053617422378



# MAKEUP

EYES. HIGHLIGHTER & EYESHADOW. B.COLOUR



## GLITTER CREAM EYESHADOW 2IN1

Ultra shimmering glitter | Perfect shading  
Ultra-resistant 12 h



01 PROSECCO

1,1 g | 8053617422279

02 CHAMPAGNE

1,1 g | 8053617422286

EYES. EYELINER. B.COLOUR

## WATERPROOF METALLIC EYELINER

Metallic effect | thick and thin lines  
waterproof formula

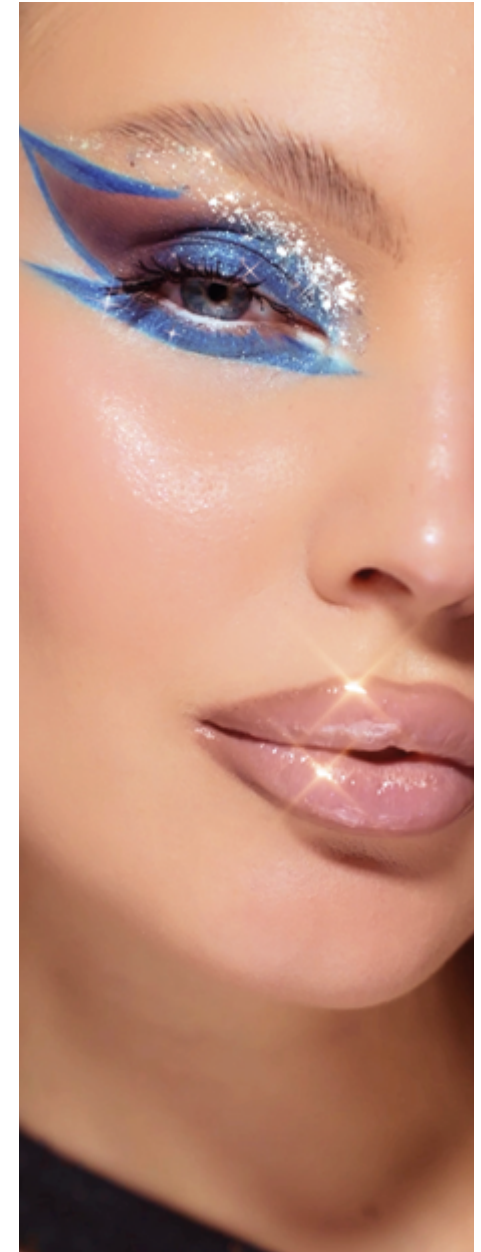


01 SNOWMAN

0,5 g | 8053617422323

02 CHRISTMAS MIRACLE

0,5 g | 8053617422330





# MAKEUP

EYES. EYESHADOW PALETTE. B.COLOUR



OPEN YOUR  
**DarkSide**<sup>Pro</sup>

## EYESHADOW PALETTE

9 perfect shades | variety of textures  
bright and nude makeup | high pigmentation



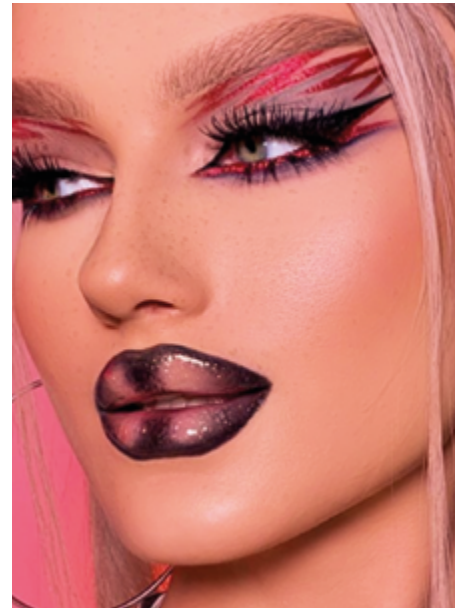
**01 BLACK MAMBA**

9 pcs x 1 g | 8053617422200

**02 MAGIC POISON**

9 pcs x 1 g | 8053617422217

EYES. LIQUID EYESHADOW. B.COLOUR



## MULTICHROME LIQUID EYESHADOW



3D eyeshadow | multichrome gloss  
bright shades | ultra-resistant 12H



**01 HELL FIRE**

1,5 ml | 8053617421722



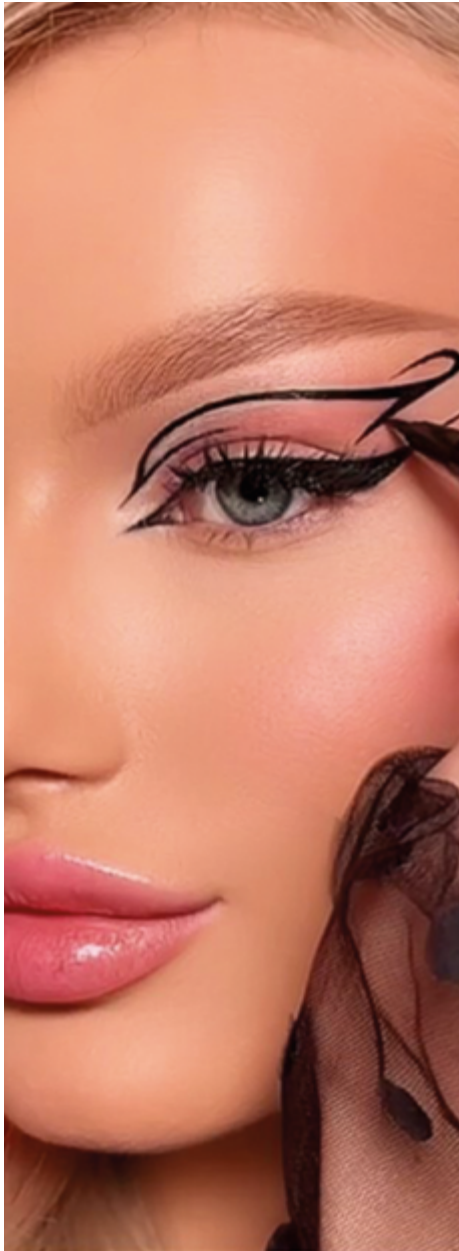
**03 GOLD BLOOD**

1,5 ml | 8053617421746



# MAKEUP

EYES, BROWS. EYELINER & BROW GEL. B.COLOUR



## BROW FIX GEL AND EYELINER 2IN1

2in1: transparent gel, black liner  
deep black colour  
extra fixing and styling  
lamination effect | long-lasting



### 01 MAGIC WAND

1\*2 ml, 1\*0,3 ml | 8057592522962

EYES, FACE, BODY. GLITTER. B.COLOUR



## FACE&BODY GLITTER GEL MINI

holographic gloss | easy application | quick-dry formula | ultra-resistant



### 01 WITCH EVERYDAY

10 g | 8053617421784

### 03 GHOST BRIDE

10 g | 8053617421807

### 04 BEAUTY POISON

10 g | 8053617421814

# MAKEUP

EYES, FACE, BODY. GLITTER. B.COLOUR



## FACE&BODY GLITTER GEL MINI 3IN1

holographic shine | comfortable  
mini-format quick-dry formula ultra-  
resistant



01 HOLIDAY CRUSH

10 g | 8053617421821

02 SNOWY ELF

10 g | 8053617421838

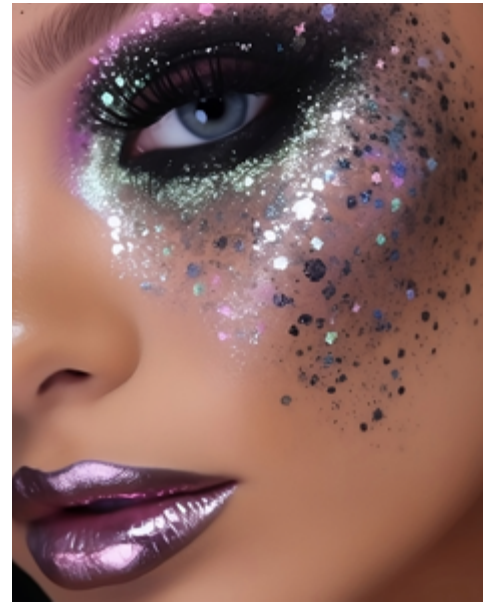
03 MAGIC TRICK

10 g | 8053617421845

04 DEAR SANTA

10 g | 8053617421852

EYES, FACE, BODY, HAIR. GLITTER. B.COLOUR



## FACE, BODY HAIR GLITTER 3IN1

Holographic shine  
ULTRA-RESISTANT FOR ALL-DAY WEAR  
Quick-drying formula



01 POSE

25 g | 8057592522979



02 HYPE

25 g | 8057592522986



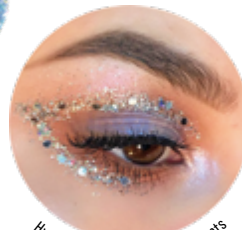
# MAKEUP

EYES, FACE, BODY, HAIR. GLITTER. B.COLOUR



holographic shine | ultra-resistant  
easy and comfortable application  
quick-dry formula

## HAIR, FACE & BODY GLITTER GEL 3IN1



Hypnotic shine for special moments

### 01 FIREWORKS

25 g | 8053617421869

EYES, FACE, BODY, HAIR. GLITTER. B.COLOUR



### 901 PLAYFUL PINK

90 ml | 8056234471163



### 902 DOPE

90 ml | 8056234471170



### 905 BRILLIANT BLUE

90 ml | 8053617422118



# MAKEUP

FACE. CONCEALER. B.COLOUR



## LIQUID CONCEALER 3IN 1

3in1 concealer, corrector, contouring  
Perfectly even tone | Resistant dense coating



**00 IVORY**

8 ml | 8055304763245

**01N LIGHT NATURAL**

8 ml | 8055304763252

**01 LIGHT**

8 ml | 8057592522153

**02 LIGHT MEDIUM**

8 ml | 8057592522160

**03 MEDIUM**

8 ml | 8057592522177



FACE. FOUNDATION. B.COLOUR



## MATTE COVER LIQUID FOUNDATION

Perfect even tone | masks imperfections  
durability 24 hours | skin care components



**01 LIGHT**

30 ml | 8057592522092



**02 LIGHT MEDIUM**

30 ml | 8057592522108



**03 MEDIUM**

30 ml | 8057592522115

# MAKEUP

FACE. CONTOURING PALETTE. B.COLOUR



## MULTIFUNCTIONAL MAKEUP KIT 4IN1

4in1: HIGHLIGHTER, bronzer, blush, powder  
natural makeup accents | professional quality | long-lasting

### STEP 1 | BRONZER

outline your cheekbones with a bronzer

### STEP 2 | BLUSH

add some blush for a fresher look

### STEP 3 | HIGHLIGHTER

fix makeup with shimmer particles

### HYPER GLOW

4 pcs x 3,2 g | 8057592522184



FACE. POWDER. B.COLOUR



## LOOSE SETTING POWDER

Mattifies | Fixes makeup  
Smooths the texture

### MAKEUP TOP

fixes and provides perfect long-lasting makeup

### WITHOUT MAKEUP

refreshes the skin, maintains oil and moisture balance

### NEUTRAL

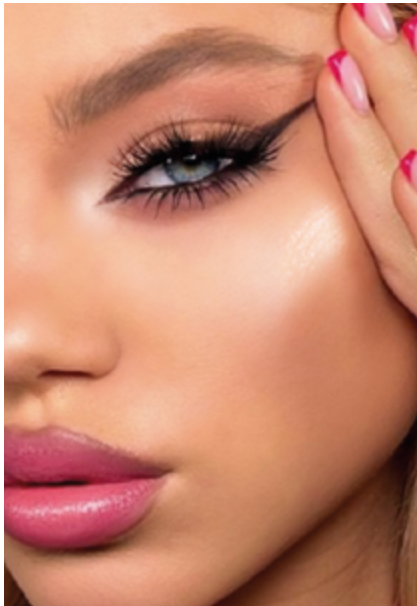
3 g | 8057592522191





# MAKEUP

FACE. HIGHLIGHTER. B.COLOUR



## LOOSE HIGHLIGHTER POWDER 3IN1

3in1: powder, highlighter and bronzer  
ultra-shimmer long-lasting formula  
photoshop effect  
built-in sponge



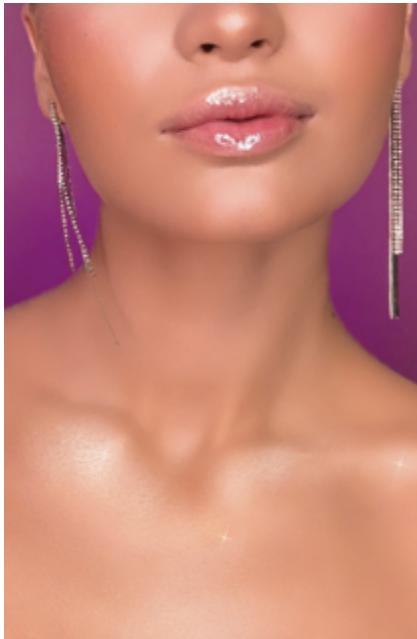
### 01 BRIGHTEST STAR

2,5 g | 8057592522238

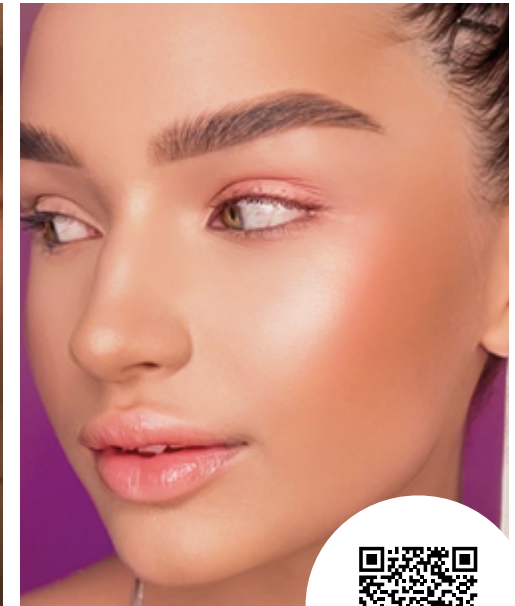


### 02 DRAMA QUEEN

2,5 g | 8057592522245



EYES, FACE, LIPS. BLUSH. B.COLOUR



## FACE BLUSH 3IN1

3in1: face blush, lip tint, eyeshadow

### 01 PROSE

7 g | 8057592522252

### 02 ROMANTIC

7 g | 8057592522269



### STEP 1 | FACE BLUSH

refreshes and  
sculpts your face

### STEP 2 | LIP TINT

adds colour and  
juiciness to the lips

### STEP 3 | EYESHADOW

creates both bright  
and nude eye makeup



# MAKEUP

LIPS. LIP OIL. B.COLOUR



## GLOSSY LIP OIL 2IN1

2in1: lip oil and lipstick top  
hydration and softening



### 01 COOL BABY

Cooling effect  
Wet glossy finish  
Lip plumping  
Intensive hydration

9 g | 8053617422385



### 02 HOLO BABY

Holographic shine  
Wet glossy finish  
Lip plumping  
Intensive hydration

9 g | 8053617422392

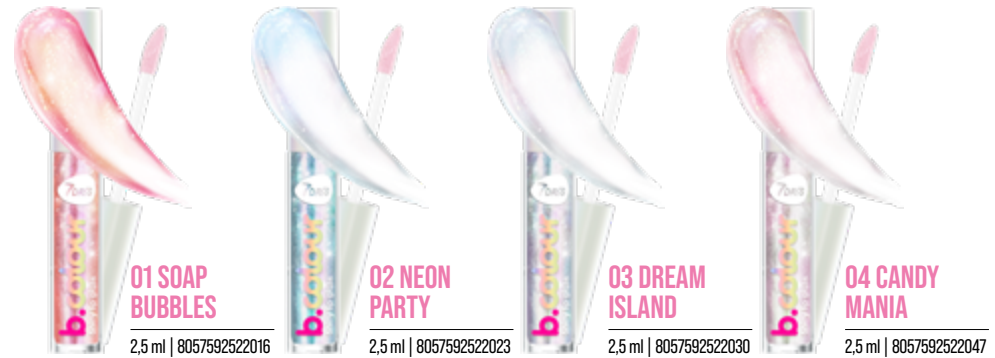


LIPS. LIPSTICK & GLOSS. B.COLOUR



## SHINY LIP GLOSS

wet glossy finish | visually plumper lips  
holographic shine | hydration



### 01 SOAP BUBBLES

2.5 ml | 8057592522016

### 02 NEON PARTY

2.5 ml | 8057592522023

### 03 DREAM ISLAND

2.5 ml | 8057592522030

### 04 CANDY MANIA

2.5 ml | 8057592522047

## HOLOGRAPHIC LIPSTICK 5IN1

5in1: lipstick, balm, glitter, highlighter,  
eyeshadow | hydration, shine&glow



### 01 BARBIE

4 g | 8057592521972



### 02 UNICORN

4 g | 8057592521989



### 04 SMURFETTE

4 g | 8057592522009

# MAKEUP

LIPS. LIP TINT. B.COLOUR



## BLACK LIP TINT

wet glossy finish | ultra-resistant hydrating and plumping formula



01 VAMPIRE

3.5 g | 8053617421760



02 DARKNESS

3.5 g | 8053617421777

LIPS. LIP OIL. B.COLOUR



## SOFTENING LIP OIL 5in1

Glossy 3D finish without stickiness | Hydration and nutrition | Protection against chapping and peeling  
TASTY! Just don't eat it



extra glossy hydrated 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



# MAKEUP

LIPS. LIPSTICK. B.COLOUR

## MATTE LIQUID LIPSTICK

Velvet matte finish  
Long-lasting formula  
Convenient applicator



01 DUSTY ROSE

2,5 ml | 8057592521941

02 PINK

2,5 ml | 8057592521958

03 RASPBERRY

2,5 ml | 8057592521965



LIPS. LIP GLOSS. B.COLOUR

## PLUMPING LIP GLOSS 2IN1

2in1: hydration and plumping  
3D glossy finish  
Moisturizing and smoothing  
Formula with hyaluronic acid



01 NUDE

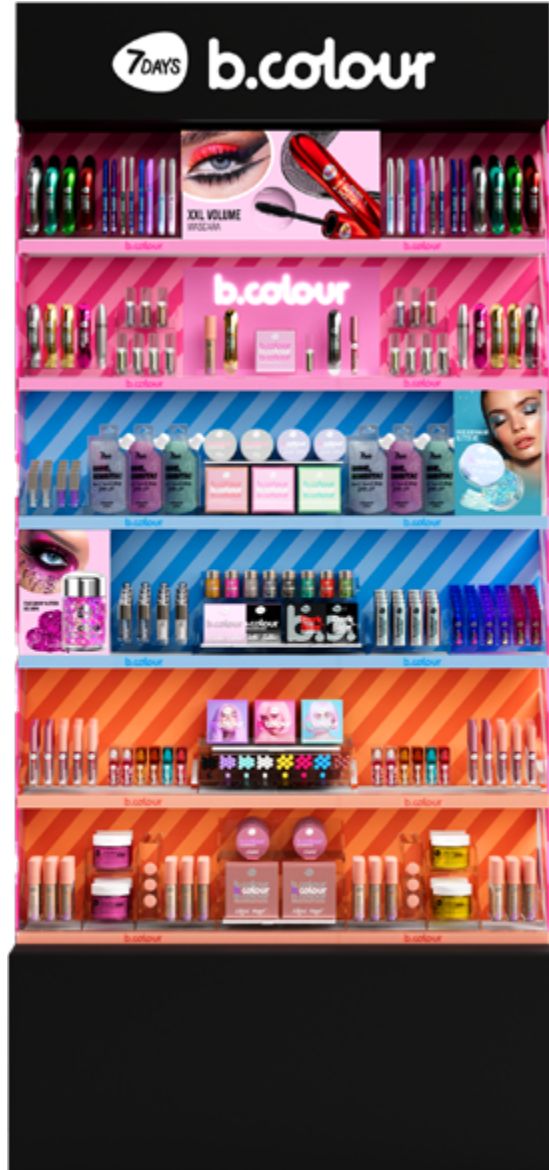
2,5 ml | 8057592522054

02 SOFT PINK

2,5 ml | 8057592522061

# STORE EQUIPMENT

MAKEUP. B.COLOUR





# STORE EQUIPMENT

MAKEUP. B.COLOUR





# STORE EQUIPMENT

MAKEUP. B.COLOUR



900 mm - 1200 mm



250 mm  
970 mm  
28 mm



600 mm 400 mm

1600 mm



## ORDER PRODUCTS

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**I'M 7DAYS**  
**YOUR EMOTIONS TODAY**