

**SOFIS**

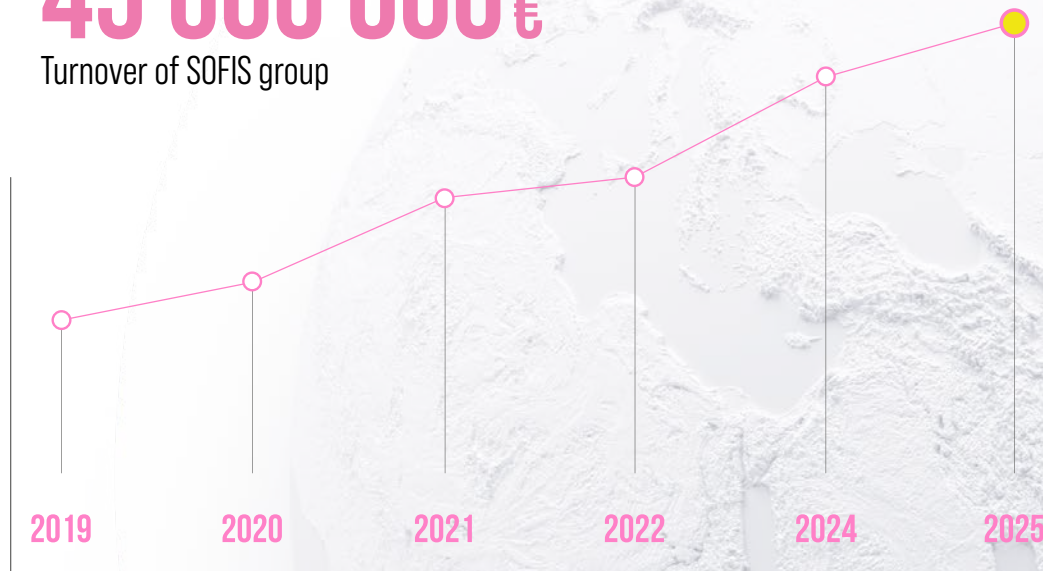
**ABOUT COMPANY**

# 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



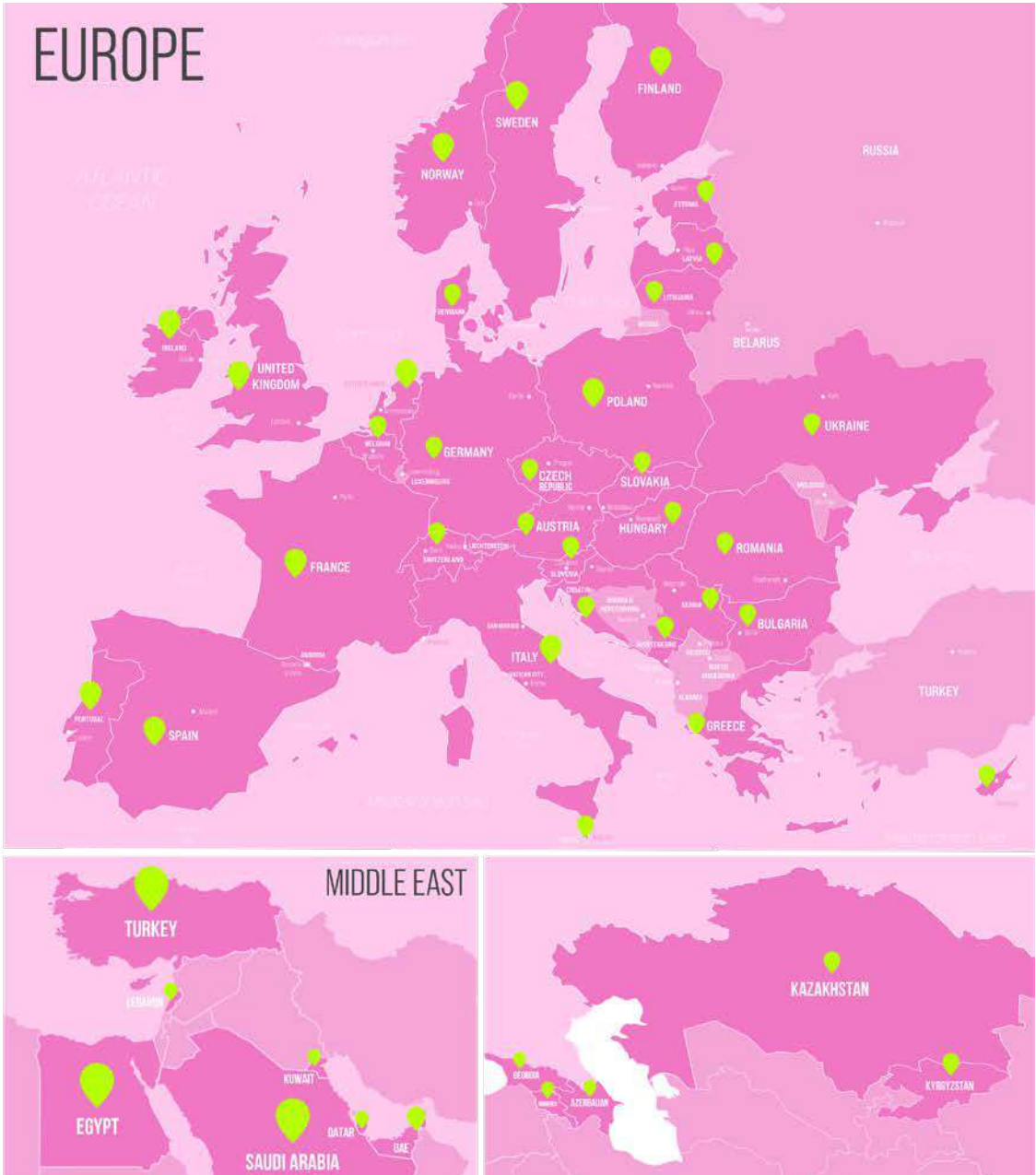
# SOFIS



# WORLDWIDE PRESENCE

GLOBAL GROUP OF COMPANIES

SO  
FIS





# 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)

# SO FIS



# SOFIS GROUP OF COMPANIES PRESENTS 2 BRANDS

SOFIS



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









**TIGOTA** ITALY



**BEAUTY★STAR** ITALY



**coop** ITALY









**X10 SALES** GROWTH ON  
AMAZON EUROPE AND USA



## Bestseller di Amazon

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

Bestseller in Maschere per il viso

Rank	Product Name	Price
1	7DAYS Maschera Viso in Tessuto ANIMAL   Set Skincare per Viso Canovino con Aloe Vera, Vitamina C, E, A, B, Niacinamide e Burro di Karité   Masche...	10,09 €
2	Garmin Maschera in Tessuto 18in1 Attiva Hydrat...	9,75 €
3	DERMAL 18in1 Combo Pack di Collagene e Acido...	11,30 €
4	Garmin Set di maschere in tessuto per ogni tipo di...	11,52 €
5	Garmin Skincare Hydrate Boost Maschera Viso in...	1,59 €
6	Bio Collagen Real Deep Mask, viso Mask, Overnight...	12,70 €
7	17 Pieces Daily Care maschere viso in tessuto...	11,99 €
8	Fria 6 Beauty Maschera Viso in Tessuto con Vitamina...	1,59 €

## Nº1 IN TISSUE MASKS ON AMAZON ITALY



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

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

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4.5 stars (280 votes) | Search this page

30+ purchased in the last month

Scroll over the image to enlarge it

## 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

01 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

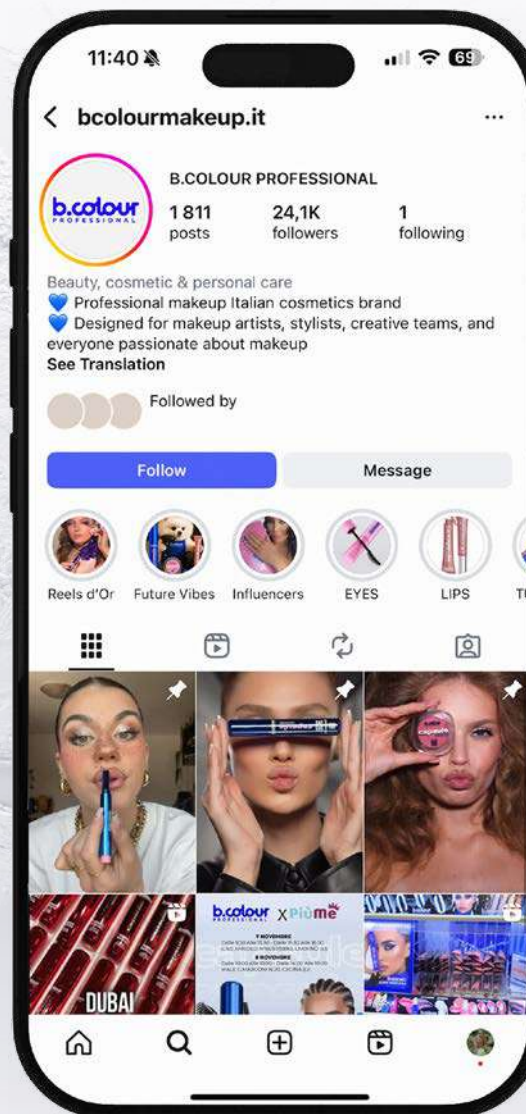


MORE THAN

17 000 000  
VIEWS



@BCOLOURMAKEUP.IT



@MY7DAYS.IT

