

7DAYS



I'M 7DAYS
YOUR EMOTIONS TODAY
MAKEUP

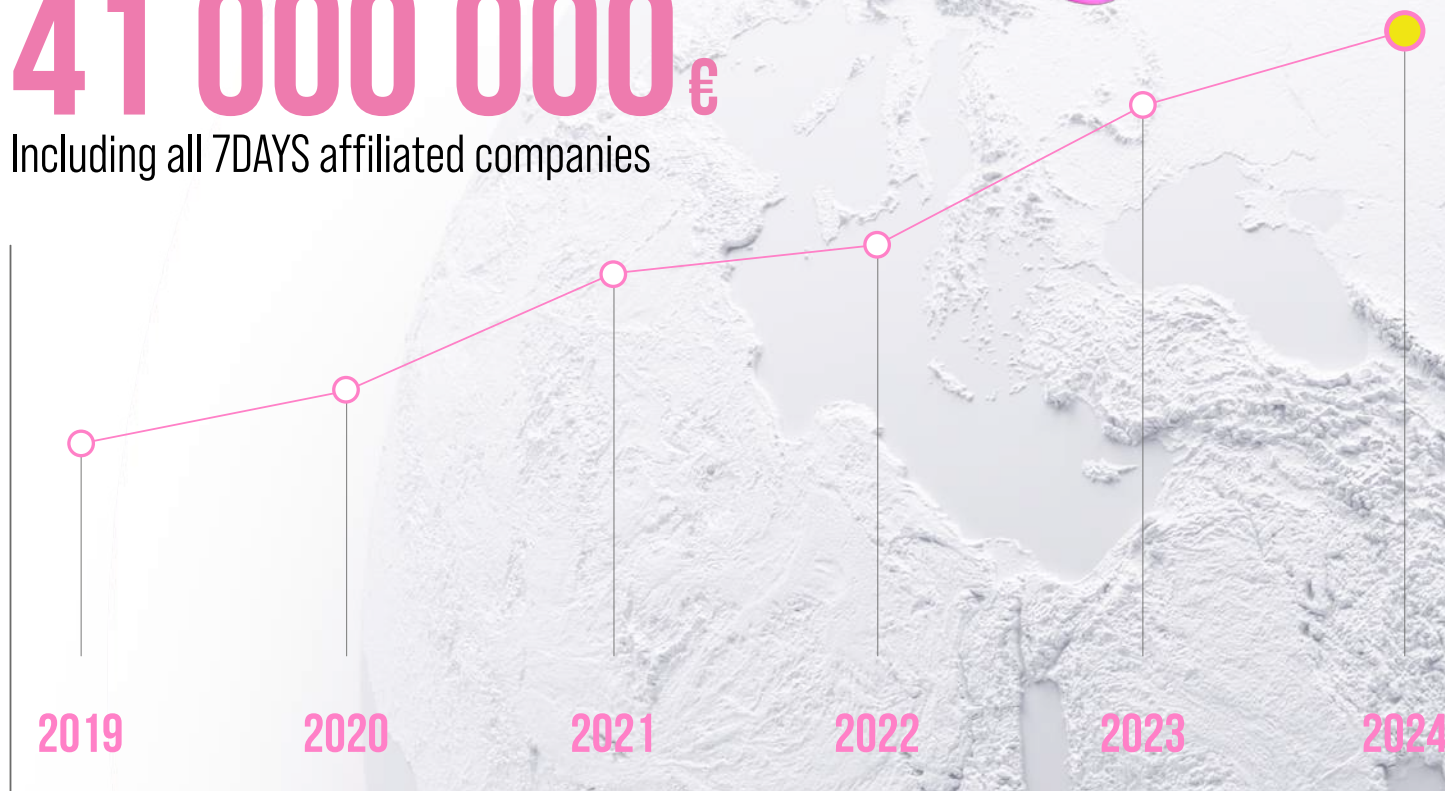


ABOUT US

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

41 000 000 €

Including all 7DAYS affiliated companies



34 000

POINTS OF SALE

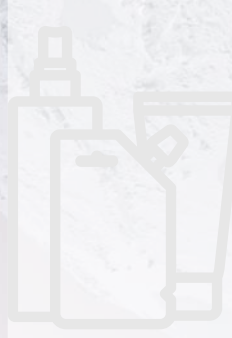


300

EMPLOYEES



50 COUNTRIES OF PRESENCE



MORE THAN **500** SKU

GEOGRAPHY OF SALES

7DAYS

MULTINATIONAL BRAND

34 000 POS

Points of sales in 50 countries

2019	2020	2021-2022	2023-2024
Italy	United Kingdom	Austria	USA
Spain	Sweden	France	UAE
Greece	Netherlands	Germany	Qatar
Georgia	Australia	Ireland	Turkey
Kazakhstan	Portugal	Norway	Kuveyt
Kyrgyzstan	Cyprus	Czech Republic	Belgium
	Croatia	Hungary	Denmark
	Bulgaria	Latvia	Finland
	Romania	Slovakia	Switzerland
	Poland	Montenegro	Iceland
	Lithuania		Malta
	Estonia		Slovenia
	Armenia		Kosovo
	Serbia		Moldova
	Ukraine		
	Azerbaijan		



PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS



RETAIL CHAINS



PHARMACY RETAILERS



E-COMMERCE



BENEFITS

7DAYS

OF WORKING WITH 7DAYS



STRONG MARKETING SUPPORT

ATTRACTIVE DESIGNS, TRADE EQUIPMENT, INFLUENCE AND TRADE MARKETING



HIGH QUALITY OF PRODUCTS

VEGAN SOCIETY AND CPNP CERTIFICATES
GREEN DOT, CRUELTY-FREE AND ECO-FRIENDLY TRADEMARKS



FLEXIBLE LOGISTICS SOLUTIONS

WAREHOUSES IN EU (LATVIA)
USA (DENVER, COLORADO)
UAE (DUBAI)



WORLDWIDE COMPANY

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





LASH MASCARA

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



**MASCARA
METALLIC
TONE 04 BLUE**
BLACK: SMOKY EYE EFFECT
METALLIC: BRIGHT SHADES
ULTRA-RESISTANT 24H

8 ml | 8057592522313



**MASCARA
METALLIC
TONE 05 GREEN**
BLACK: SMOKY EYE EFFECT
METALLIC: BRIGHT SHADES
ULTRA-RESISTANT 24H

8 ml | 8057592522320



**MASCARA
METALLIC
TONE 02 GREY**
BLACK: SMOKY EYE EFFECT
METALLIC: BRIGHT SHADES
ULTRA-RESISTANT 24H

8 ml | 8057592522290



**MASCARA
METALLIC
TONE 03 BROWN**
BLACK: SMOKY EYE EFFECT
METALLIC: BRIGHT SHADES
ULTRA-RESISTANT 24H

8 ml | 8057592522306



MASCARA
SMOKY EYE LASH
TONE 01 BLACK
LONG-LASTING EXTRA VOLUME
DEEP BLACK SHADE
DOES NOT CRUMBLE OR SMUDGE

8 ml | 8053617421715



MASCARA
METALLIC
TONE 08 BLACK
BLACK: SMOKY EYE EFFECT
METALLIC: BRIGHT SHADES
ULTRA-RESISTANT 24H

8 ml | 8057592522351



MASCARA
SMOKY EYES
TONE 01 BLACK
LONG-LASTING EXTRA VOLUME
DEEP BLACK SHADE
DOES NOT CRUMBLE OR SMUDGE

5 ml | 8053617422620





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

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



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



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 1G | 8053617422347



02 MAGIC&FANCY

9 PCS X 1G | 8053617422354



01 VIOLET MACARONS

9 PCS X 1 G | 8057592522665



EYESHADOW PALETTE

9 PERFECTLY MATCHING COLOURS
MATTE AND SHIMMER FINISHES
COMPLEMENT BRIGHT LOOKS
IDEAL FOR NUDE MAKEUP
HIGH PIGMENTATION



02 PISTACHIO CAKE

9 PCS X 1 G | 8057592522672



03 BUBBLEGUM

9 PCS X 1 G | 8057592522689



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

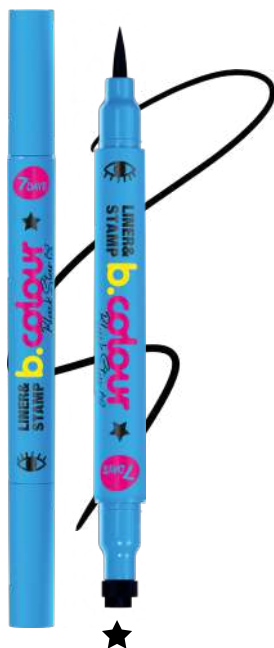
2 ML | 8057592522733

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



WATERPROOF GLITTER EYELINER 2IN1

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 EYE PENCIL 3IN1

3IN1: EYE PENCIL, KAJAL, CREAM EYESHADOW
FANTASTIC SHINING | WATERPROOF FORMULA | ULTRA SOFT

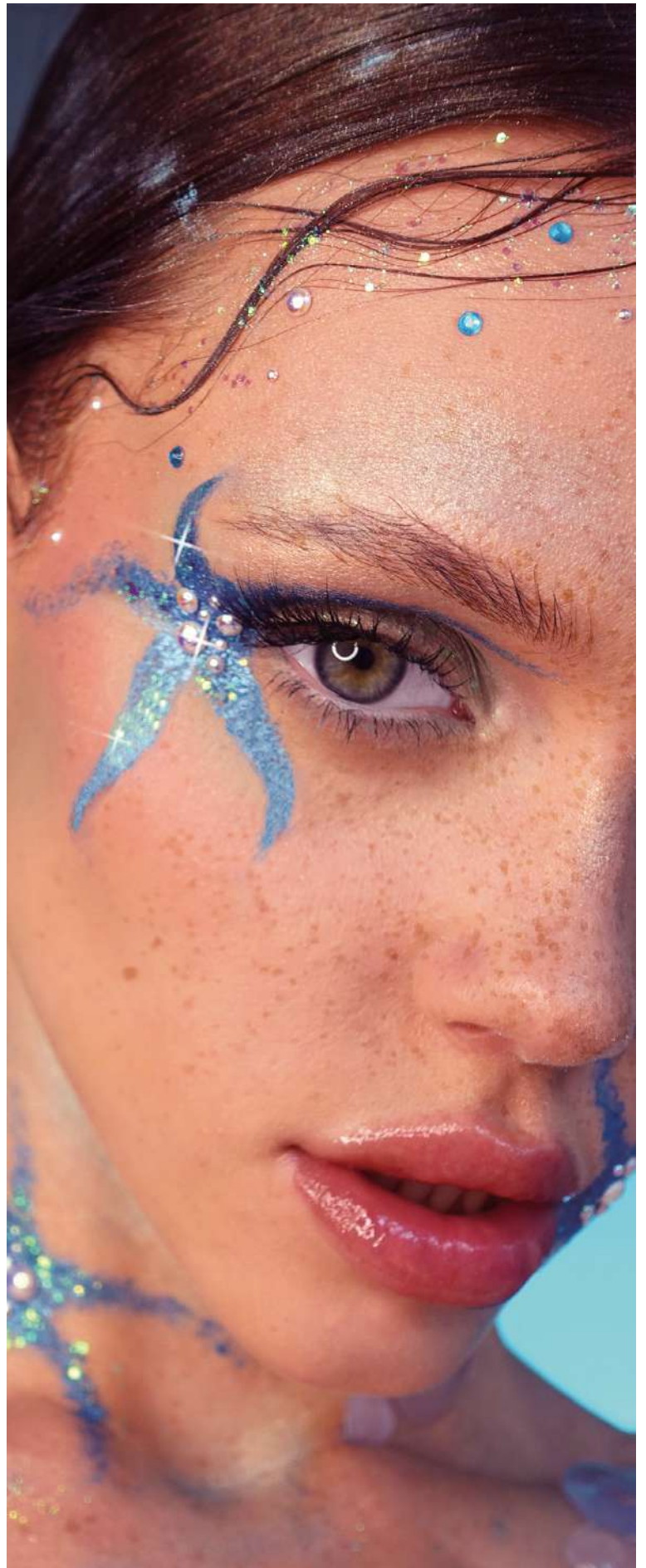


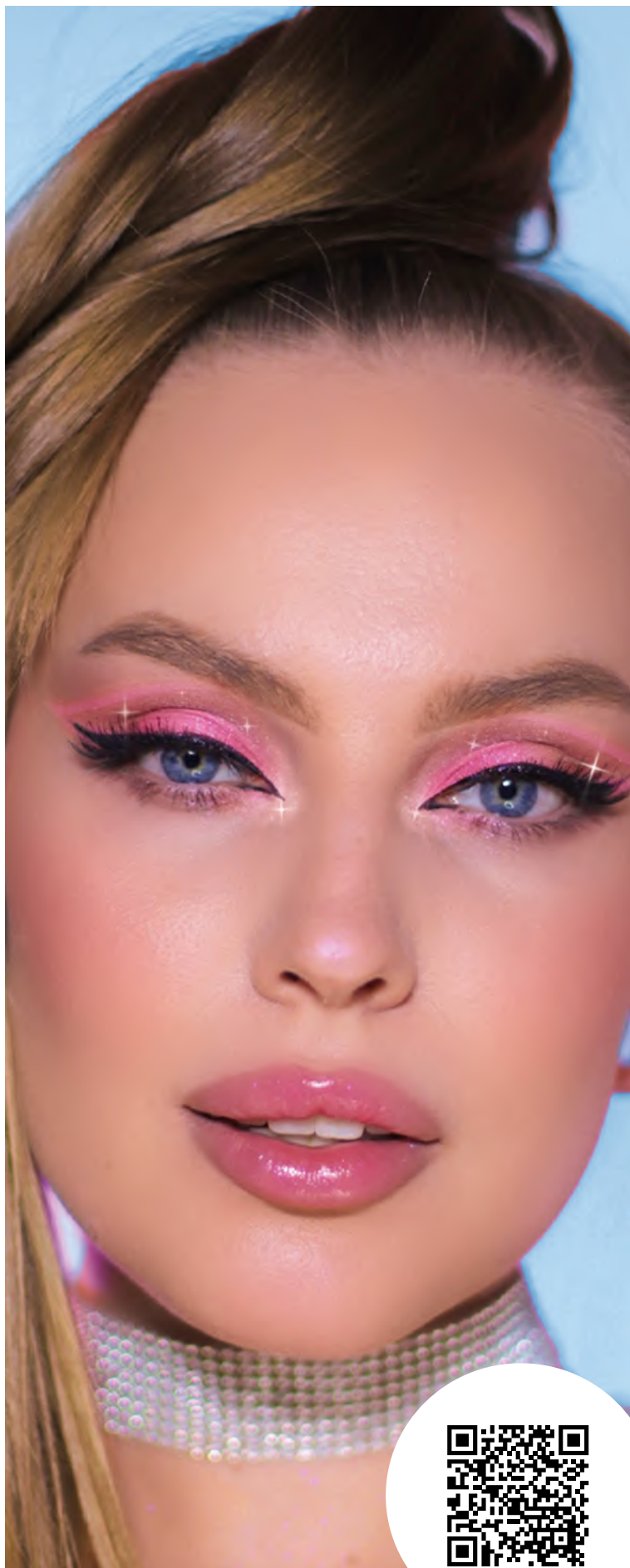
01 CHRISTMAS
TREE

0,25 G | 8053617422361

02 SNOWFLAKE

0,25 G | 8053617422378





GLITTER CREAM EYESHADOW 2IN1

ULTRA SHIMMERING GLITTER | PERFECT SHADING
ULTRA-RESISTANT 12 H



01 PROSECCO

1,1G | 8053617422279

02 CHAMPANGE

1,1G | 8053617422286



WATERPROOF METALLIC EYELINER

METALLIC EFFECT | THICK AND THIN LINES
WATERPROOF FORMULA

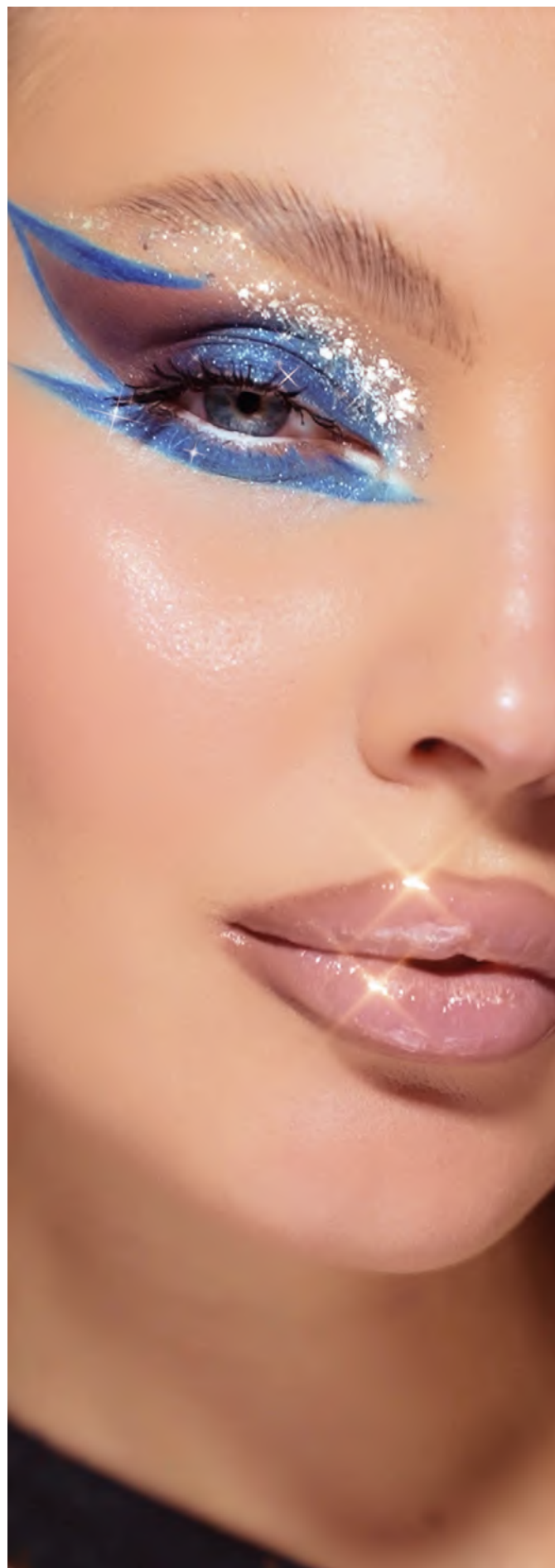


01 SNOWMAN

0,5 G | 8053617422323

02 CHRISTMAS MIRACLE

0,5 G | 8053617422330





OPEN YOUR **DarkSide**^{Pro}



EYESHADOW PALETTE

9 PERFECT SHADES | VARIETY OF TEXTURES
BRIGHT AND NUDE MAKEUP | HIGH PIGMENTATION



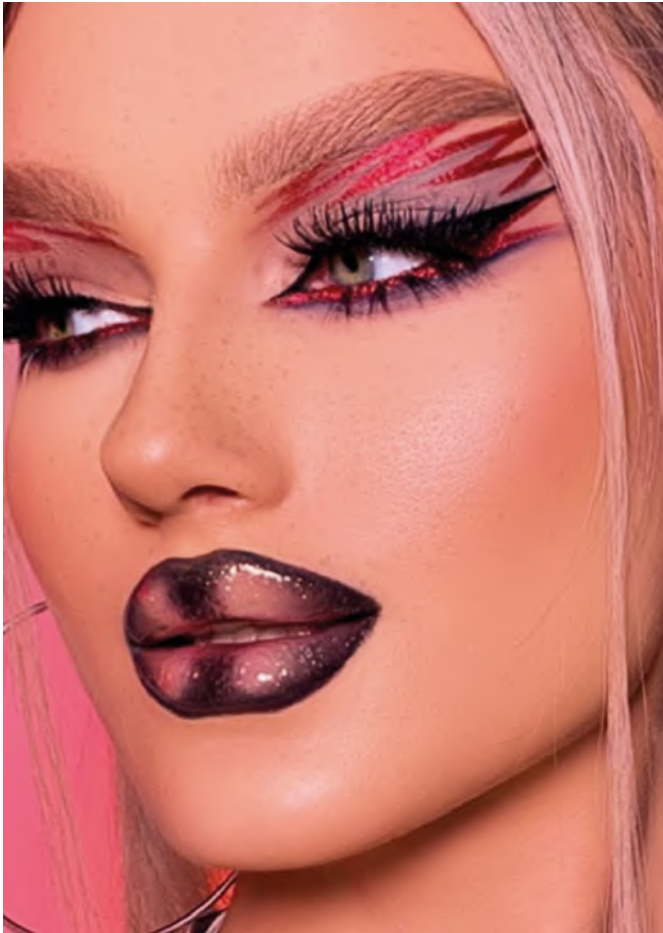
01 BLACK MAMBA

9 PCS X 1G | 8053617422200



02 MAGIC POISON

9 PCS X 1G | 8053617422217



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



BROW FIX GEL AND EYELINER 2in1

2in1: TRANSPARENT GEL, BLACK LINER
DEEP BLACK COLOUR
EXTRA FIXING AND STYLING
LAMINATION EFFECT | LONG-LASTING



EASY-TO-DRAW APPLICATOR

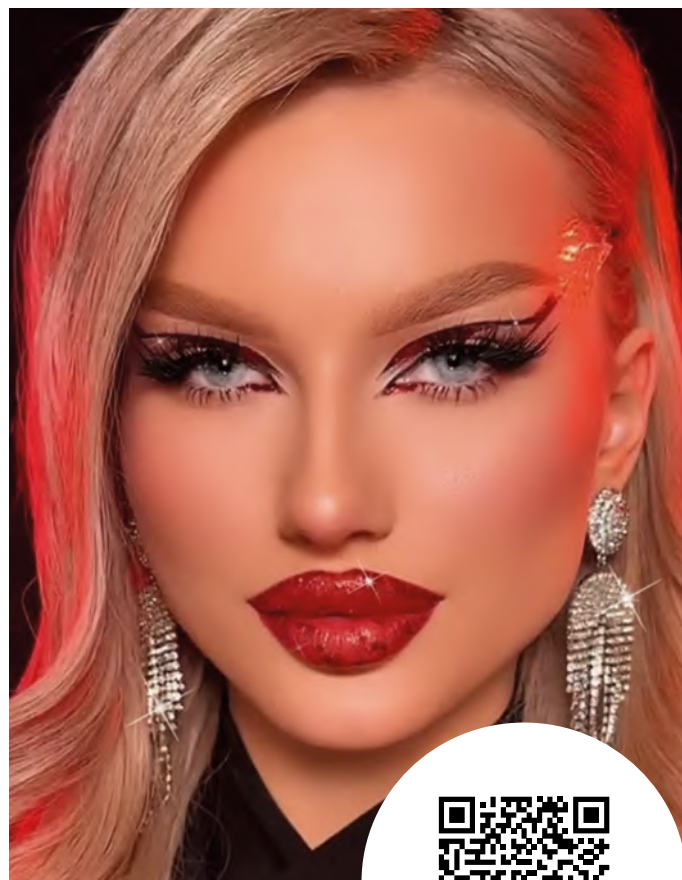


PERFECT BROW FIXING

01 MAGIC WAND

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





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



FACE&BODY GLITTER GEL MINI 3IN 1

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



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





FACE, BODY & HAIR GLITTER GEL 3IN1

HOLOGRAPHIC SHINE | ULTRA-RESISTANT
EASY AND COMFORTABLE APPLICATION
QUICK-DRY FORMULA



HYPNOTIC SHINE FOR SPECIAL MOMENTS

01 FIREWORKS

25 G | 8053617421869

SHINE, BOMBITA!

HAIR, FACE & BODY GLITTER GEL

7DAYS



901 PLAYFUL PINK

90 ML | 8056234471163



902 DOPE

90 ML | 8056234471170



905 BRILLIANT BLUE

90 ML | 8053617422118



EASY-TO-USE APPLICATOR

LIQUID CONCEALER 3IN1

3IN1 CONCEALER, CORRECTOR, CONTOURING
PERFECTLY EVEN TONE | RESISTANT DENSE COATING



01 LIGHT

8 ML | 8057592522153



02 LIGHT
MEDIUM

8 ML | 8057592522160



03 MEDIUM

8 ML | 8057592522177



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



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





LOOSE SETTING POWDER

MATTIFIES | FIXES MAKEUP
SMOOTHES THE TEXTURE

MAKEUP TOP

FIXES AND PROVIDES PERFECT
LONG-LASTING MAKEUP

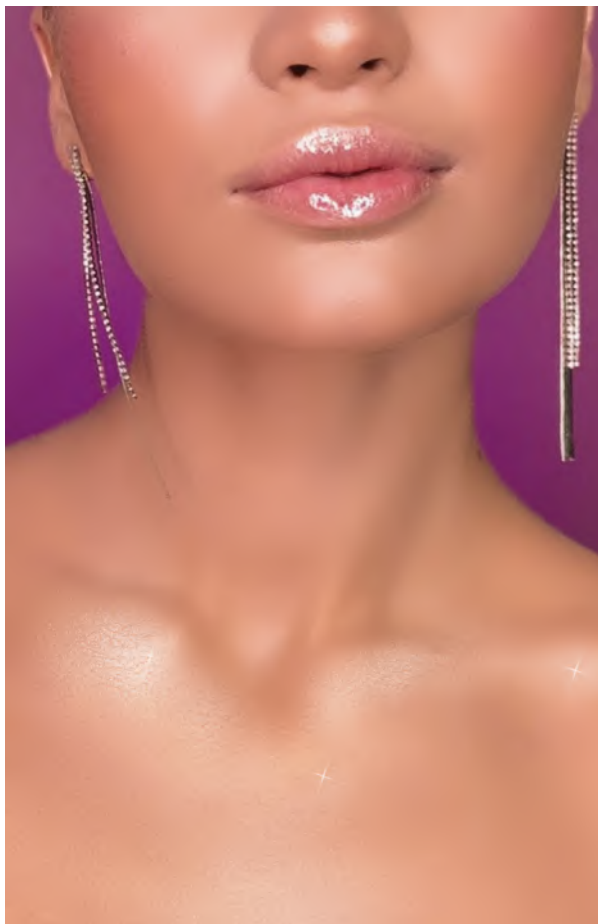
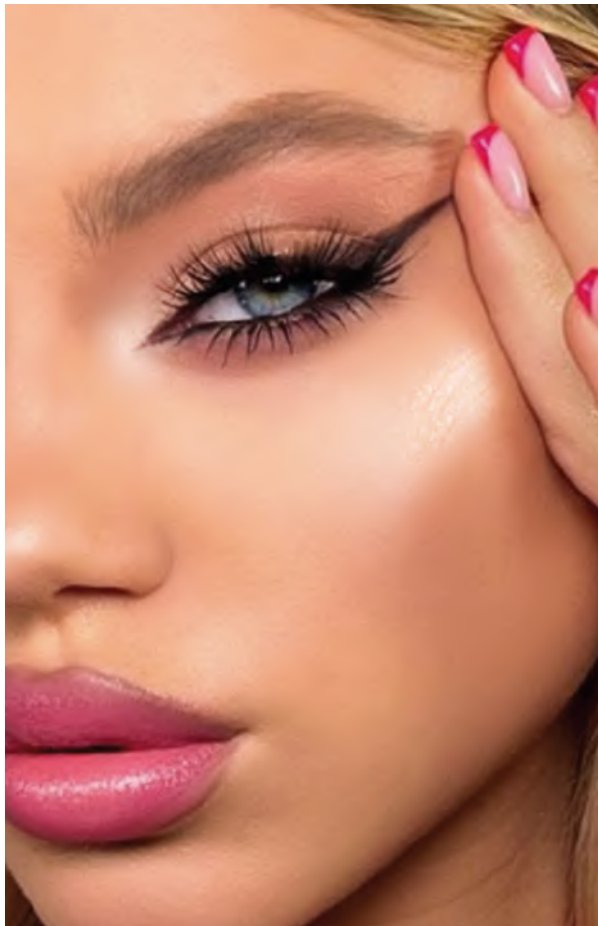
WITHOUT MAKEUP

REFRESHES THE SKIN, MAINTAINS OIL
AND MOISTURE BALANCE

NEUTRAL

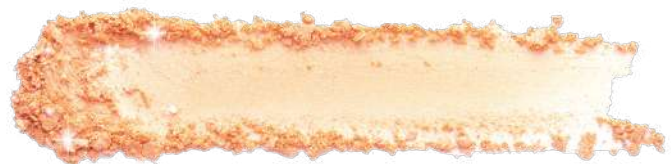
3 G | 8057592522191





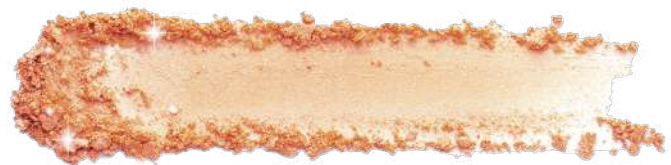
LOOSE HIGHLIGHTER POWDER 3IN1

3IN1: POWDER, HIGHLIGHTER AND BRONZER
ULTRA-SHIMMER LONG-LASTING FORMULA
PHOTOSHOP EFFECT
BUILT-IN SPONGE



01 BRIGHTEST STAR

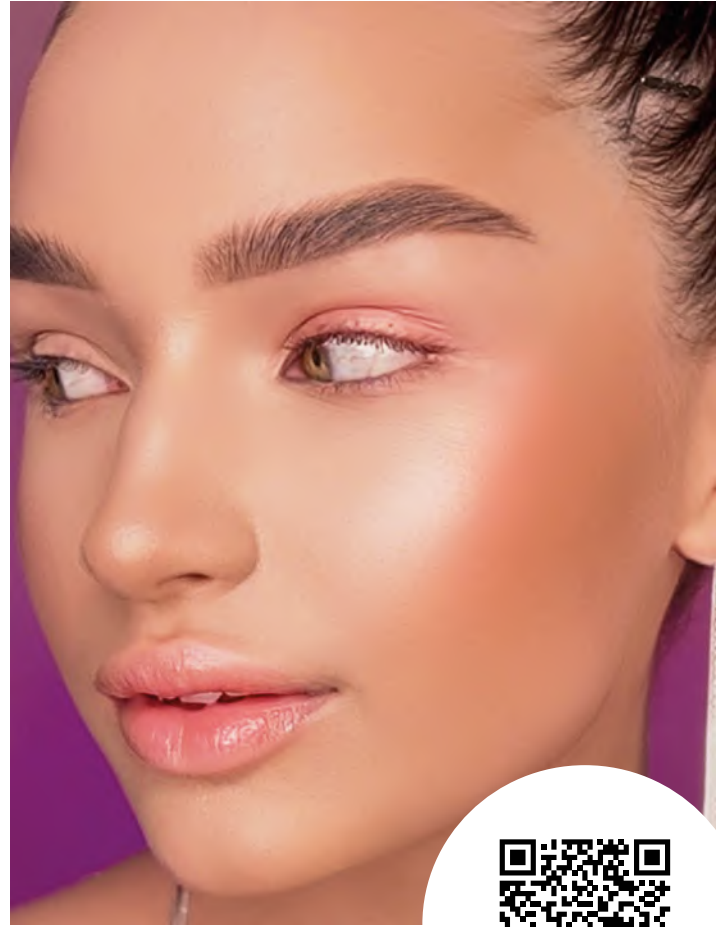
2,5 G | 8057592522238



02 DRAMA QUEEN

2,5 G | 8057592522245





FACE BLUSH 3IN 1

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



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



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



BLACK LIP TINT

WET GLOSSY FINISH | ULTRA-RESISTANT
HYDRATING AND PLUMPING FORMULA



01 VAMPIRE

3,5 G | 8053617421760



02 DARKNESS

3,5 G | 8053617421777



EXTRA GLOSSY HYDRATED LIPS

SOFTENING LIP OIL 5in1

GLOSSY 3D FINISH WITHOUT STICKINESS | HYDRATION AND NUTRITION | PROTECTION AGAINST CHAPPING AND PEELING
TASTY! JUST DON'T EAT IT



**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



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

PLUMPING LIP GLOSS 2IN1

2IN1: HYDRATION AND PLUMPING
3D GLOSSY FINISH
MOISTURIZING AND SMOOTHING
FORMULA WITH HYALURONIC ACID



01 NUDE

2,5 ML | 8057592522054



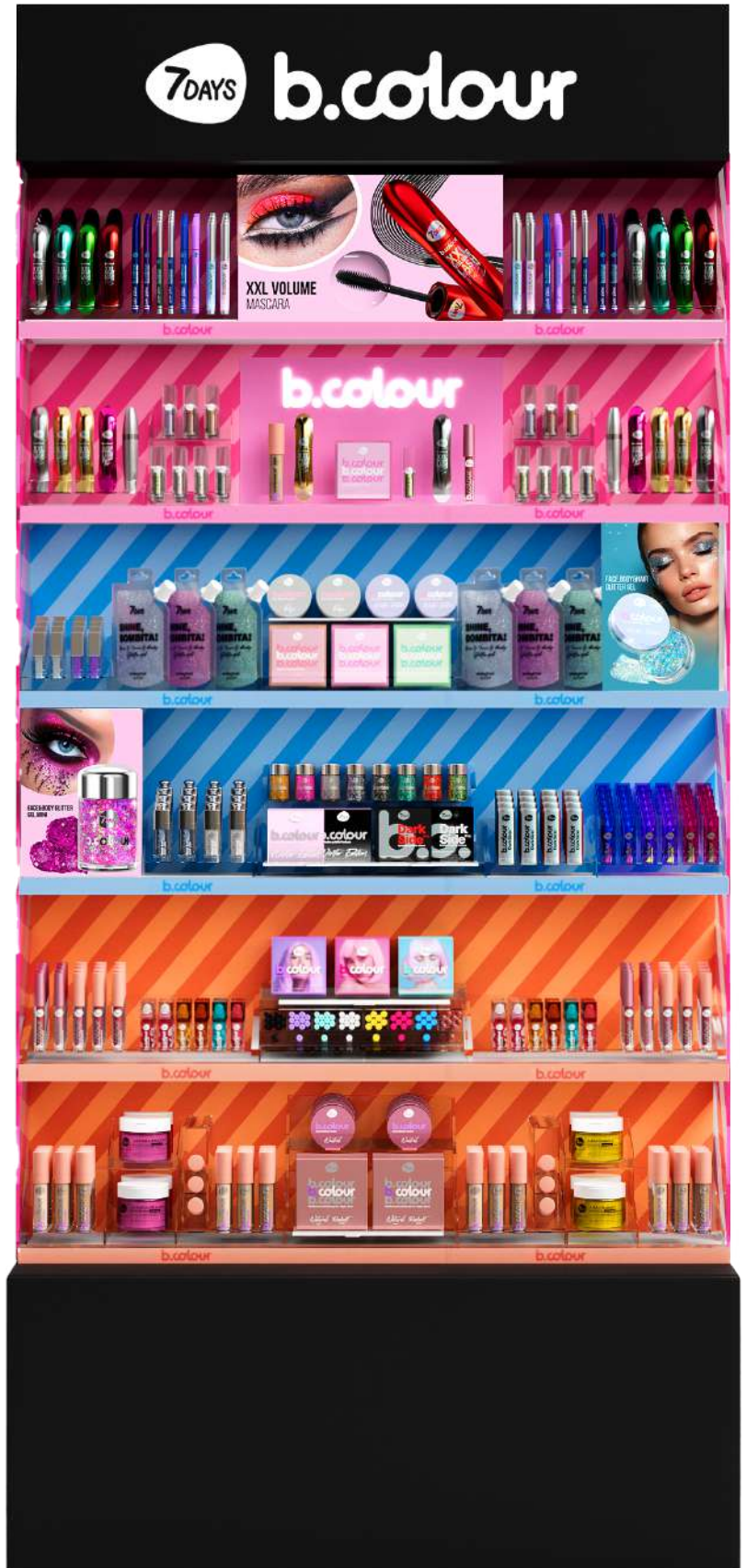
02 SOFT PINK

2,5 ML | 8057592522061

STORE EQUIPMENT



EXCLUSIVELY BY 7DAYS



STORE EQUIPMENT



EXCLUSIVELY BY 7DAYS



STORE EQUIPMENT



EXCLUSIVELY BY 7DAYS



STORE EQUIPMENT

7DAYS

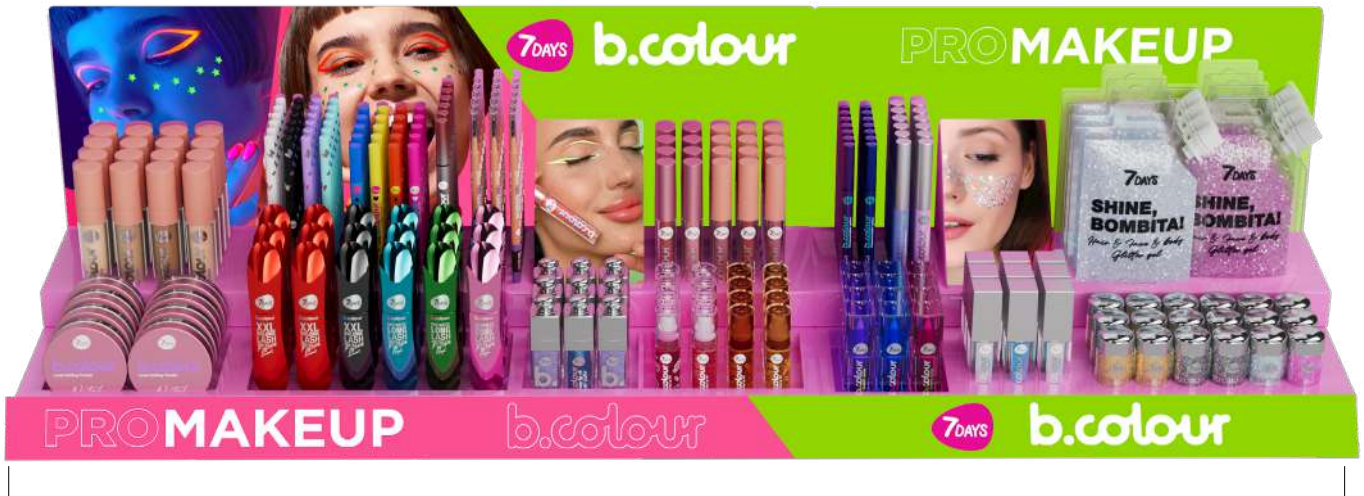
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STORE EQUIPMENT



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900 mm - 1200 mm







ORDER PRODUCTS

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