



I'M 7DAYS

YOUR EMOTIONS TODAY

MAKEUP

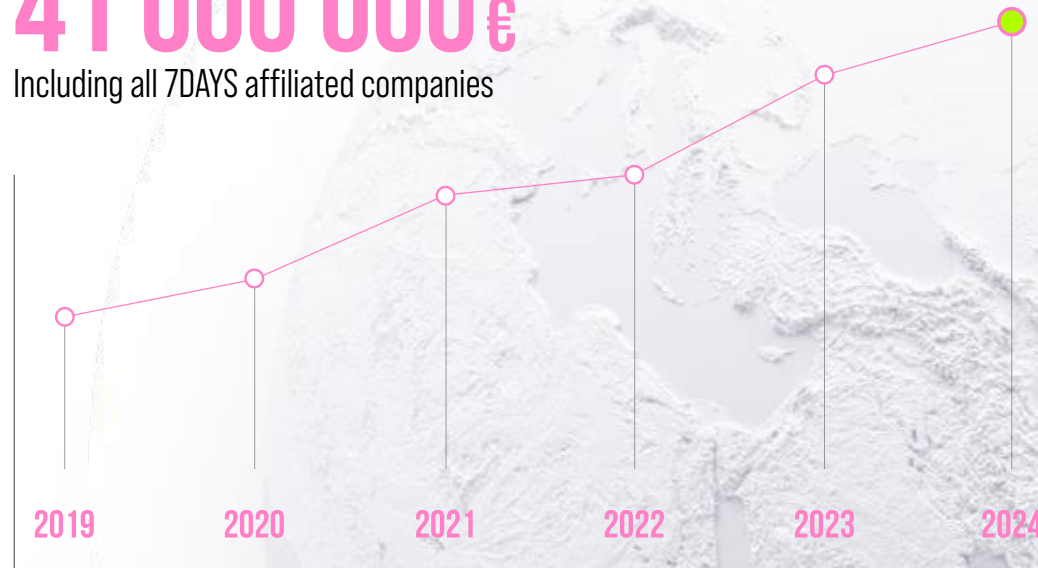


ABOUT US

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

41 000 000 €

Including all 7DAYS affiliated companies



GEOGRAPHY OF SALES

MULTINATIONAL BRAND

34 000 POS

Points of sales in 44 countries



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



34 000
POINTS OF SALE



270
EMPLOYEES



44 COUNTRIES OF PRESENCE



MORE THEN
320 SKU



PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS

RETAIL CHAINS



PHARMACY RETAILERS



E-COMMERCE



BENEFITS

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

WAREHOUSE IN RIGA (LATVIA), OFFICE AND SHOWROOM IN BOLOGNA (ITALY)



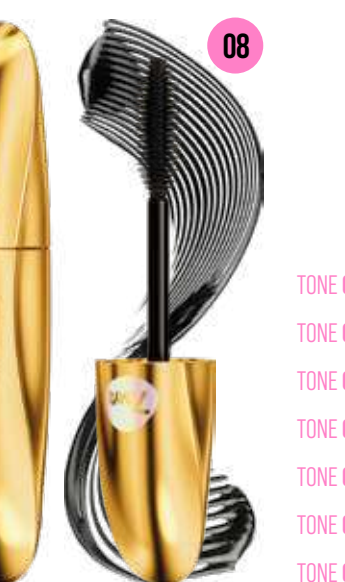
WORLDWIDE COMPANY

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





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



MULTICHROME LIQUID EYESHADOW

3D CHAMELEON EYESHADOW
 MULTICHROME GLOW
 INTENSIVE COLOUR
 ULTRA-RESISTANT 12H



- TONE 01 SAPPHIRE 8057592522559
- TONE 03 AMBER 8057592522573
- TONE 04 EMERALD 8057592522580
- TONE 05 DIAMOND 8057592522597
- TONE 06 NORTHERN LIGHTS 8057592522603
- TONE 07 CHERRY BLOSSOM 8057592522610
- TONE 01 HELL FIRE 8053617421722
- TONE 03 GOLD BLOOD 8053617421746

1,5 ml

EYESHADOW PALETTE

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



01 LUXURY LIFE
9 PCS X 1G | 8057592522627



02 MIDSUMMER FAIRYTALE
9 PCS X 1G | 8057592522658



03 RAINBOW DASH
9 PCS X 1G | 8057592522641



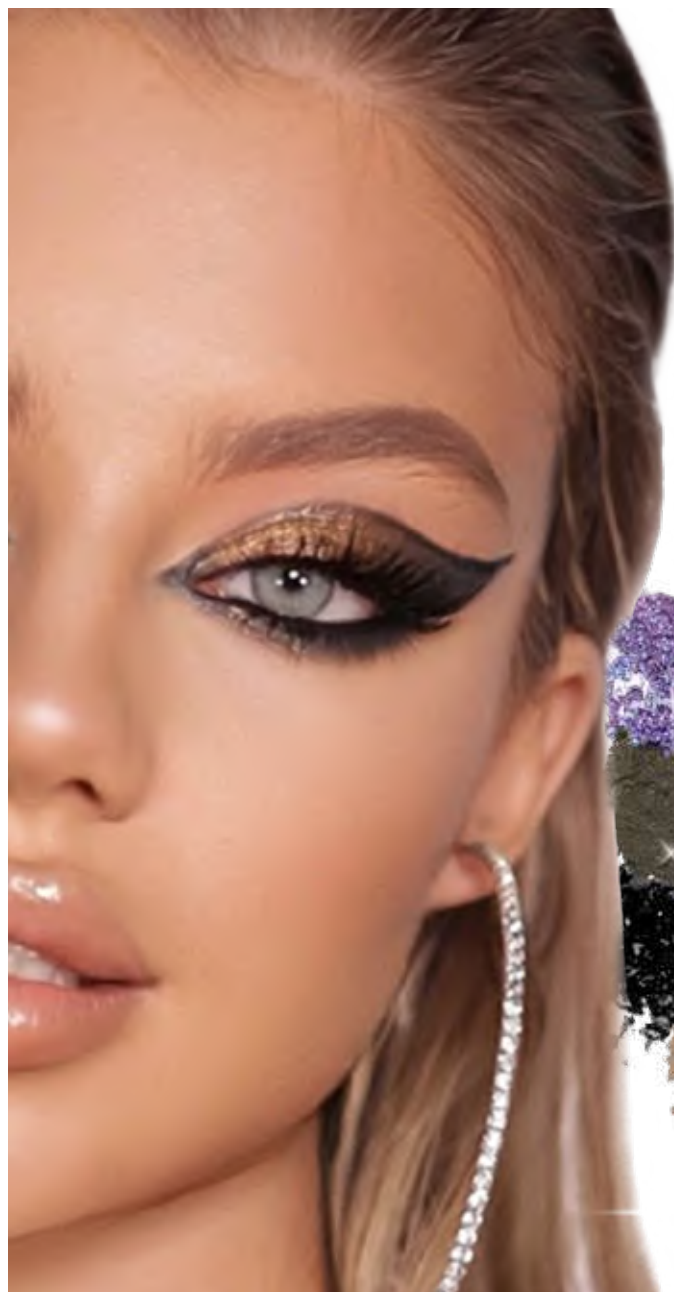
LONGWEAR KAJAL EYELINER

3IN1: PENCIL, KAJAL, CREAM SHADOWS
TRENDY PASTEL COLOURS
WATER-RESISTANT FORMULA



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



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

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 1G | 8057592522665



02 PISTACHIO CAKE
9 PCS X 1G | 8057592522672



03 BUBBLEGUM
9 PCS X 1G | 8057592522689



LINER&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

LINER&STAMP UVGLOW

UVGLOW | MULTIFUNCTIONAL

2IN1: EYELINER AND MAKEUP



01 ROSE HEART
2 ML | 8057592522719



02 LIME STAR
2 ML | 8057592522726



03 FIRE MOON
2 ML | 8057592522733



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



BROW FIX GEL AND EYELINER 2IN1

2IN1: TRANSPARENT EYEBROW GEL, BLACK EYELINER



01 MAGIC WAND

DEEP BLACK COLOUR
EXTRA FIXING AND STYLING
LAMINATION EFFECT | LONG-LASTING
1 X 2 ML | 1 X 0,3 ML | 8057592522962



LIQUID CONCEALER 3in1

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

MATTE COVER LIQUID FOUNDATION

PERFECT EVEN TONE | MASKS IMPERFECTIONS | DURABILITY 24 HOURS | SKIN CARE COMPONENTS



01 LIGHT

8 ml | 8057592522153



02 LIGHT
MEDIUM

8 ml | 8057592522153



03 MEDIUM

8 ml | 8057592522177



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 | SMOOTHS THE TEXTURE

MAKEUP TOP

FIXES AND PROVIDES
PERFECT LONG-LASTING
MAKEUP

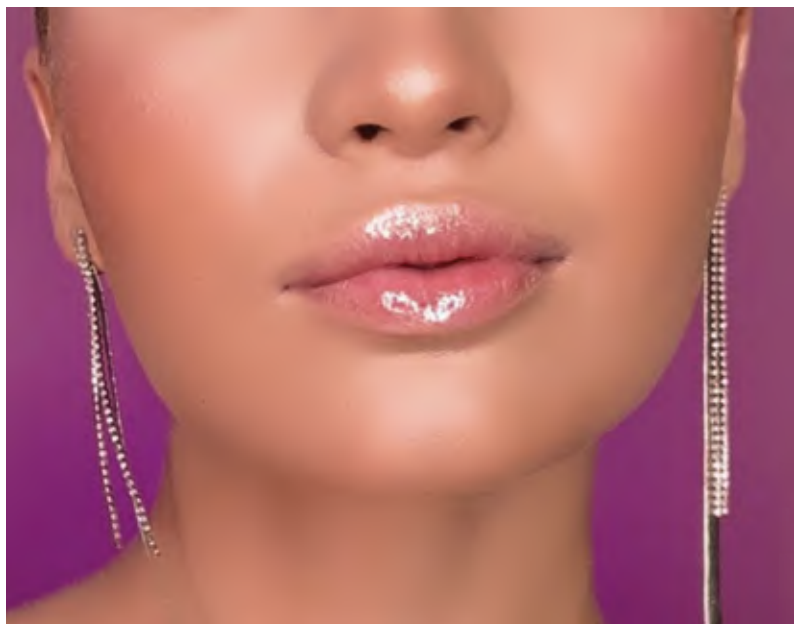
WITHOUT MAKEUP

REFRESHES THE SKIN,
MAINTAINS OIL
AND MOISTURE BALANCE

NEUTRAL

3 G | 8057592522191



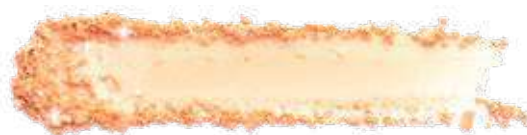


LOOSE HIGHLIGHTER POWDER 3IN1

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

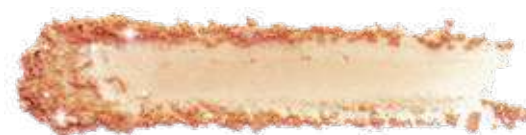
01 BRIGHTEST STAR

2,5 G | 8057592522238



02 DRAMA QUEEN

2,5 G | 8057592522245





FACE BLUSH 3IN1

3IN1: FACE BLUSH, LIP TINT, EYESHADOW

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



01 PROSE
7 G | 8057592522252



02 ROMANTIC
7 G | 8057592522269



MATTE LIQUID LIPSTICK

VELVET MATTE FINISH
LONG-LASTING FORMULA
CONVENIENT APPLICATOR



PLUMPING LIP GLOSS 2IN1

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

- INTENSIVE HYDRATION AND NUTRITION
- VISUALLY FULLER LIPS



01 DUSTY ROSE
2,5 ML | 8057592521941

02 PINK
2,5 ML | 8057592521958

03 RASPBERRY
2,5 ML | 8057592521965

01 NUDE
2,5 ML | 8057592522054

02 SOFT PINK
2,5 ML | 8057592522061

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

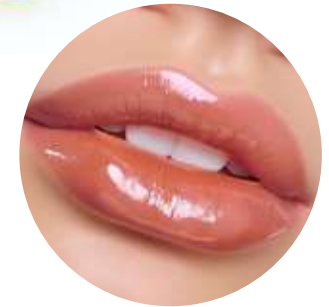
04 SMURFETTE
4 G | 8057592522009



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 | 8057592522078 |
| 02 SWEET STRAWBERRY | 8057592522085 |
| 03 CANDY MANIA | 8057592523228 |
| 04 COLA-LA-LA | 8057592523235 |
| 05 ICE CREAM DREAM | 8053617420015 |
| 06 VANILLA CAKE | 8053617420008 |
| 07 BOOM BUBBLE GUM | 8053617420022 |

4 ml



BLACK LIP TINT

WET GLOSSY FINISH | ULTRA-RESISTANT
HYDRATING AND PLUMPING FORMULA

GLOSSY LIP OIL 2in1

2IN1: LIP OIL AND LIPSTICK TOP
HYDRATION AND SOFTENING



01 VAMPIRE
3,5 G | 8053617421760



02 DARKNESS
3,5 G | 8053617421777



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



FACE, BODY HAIR GLITTER 3in1

HOLOGRAPHIC SHINE | ULTRA-RESISTANT FOR ALL DAY
QUICK-DRYING FORMULA



01 POSE
25 G | 8057592522979



02 HYPE
25 G | 8057592522986



01 FIREWORKS
25 G | 8053617421869



FACE&BODY GLITTER GEL MINI

HOLOGRAPHIC GLOSS | EASY APPLICATION
QUICK-DRYING FORMULA | ULTRA-RESISTANT



- 01 HOLIDAY CRUSH 8053617421821
- 02 SNOWY ELF 8053617421838
- 03 MAGIC TRICK 8053617421845
- 04 DEAR SANTA 8053617421852
- 01 WITCH EVERYDAY 8053617421784
- 03 GHOST BRIDE 8053617421807
- 04 BEAUTY POISON 8053617421814

10 g

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

STORE EQUIPMENT

EXCLUSIVELY BY 7DAYS

