

ABOUT US

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

GEOGRAPHY OF SALES

7DAYS

MULTINATIONAL BRAND

34 000 POS

Points of sales in 44 countries

2019	2020	2021-2022	2023-2024
Italy	United Kingdom	Austria	USA
Spain	Sweden	France	UAE
Greece	Netherlands	Germany	Qatar
	Australia	Irland	Turkey
	Portugal	Norway	
	Cyprus	Czech Republic	
Georgia	Croatia	Hungary	Belgium
Kazakhstan	Bulgaria	Latvia	Denmark
Kyrgyzstan	Romania	Slovakia	Finland
Belarus	Poland	Montenegro	
Russia	Lithuania		Kosovo
	Estonia		Moldova
	Serbia		
	Ukraine		Peru
	Azerbaijan		
	Libya	39	3



34 000 POINTS OF SALE

270 EMPLOYEES

COUNTRIES OF PRESENCE

MORE THEN 320 SKU

PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS

BENEFITS

OF WORKING WITH 7DAYS



RETAIL CHAINS











































PHARMACY RETAILERS







E-COMMERCE







STRONG MARKETING **SUPPORT**

ATTRACTIVE DESIGNS. TRADE **EQUIPMENT, INFLUENCE AND TRADE** MARKETING



HIGH OUALITY OF

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

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



BEAUTY WEEK

COMPLEX SKIN CARE FOR EACH DAY OF THE WEEK

BEAUTY WEEK

COMPLEX SKIN CARE FOR EACH DAY OF THE WEEK





YOUR BEAUTY EXPERT

GIFT SET OF FACE MASKS BEAUTY CALENDAR

8X28 G | 4607154699096

GIFT SET OF FACE MASKS BEAUTY WEEK

7X28 G | 4607154699102











FACE MASK DYNAMIC MONDAY

HYALURONIC ACID + VITAMIN B3 CLEANSES, HYDRATES AND SHRINKS PORES

MONDAY

28 G | 6940079074196



FACE MASK

HYALURONIC ACID + PANTHENOL EVENS OUT TONE AND REGENERATES

28 G | 6940079074202



FACE MASK EASY WEDNESDAY

HYALURONIC ACID + VITAMINS HYDRATES, SOFTENS AND IMPROVES ELASTICITY

28 G | 6940079074219



FACE MASK ACTIVE THURSDAY

HYALURONIC ACID + ARGAN OIL NOURISHES, HYDRATES AND SOOTHES

28 G | 6940079074226



FACE MASK BLAZING FRIDAY

HYALURONIC ACID + ARGAN OIL TONES, HYDRATES AND ENHANCES RADIANCE

28 G | 6940079074233



FACE MASK ROMANTIC SATURDAY

HYALURONIC ACID + VITAMIN C ELIMINATES TIREDNESS AND EVENS OUT SKIN TONE



DETOX

THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM





FACE MASK ACID

AHA 5% + BHA STEP 1: EXFOLIATING

25 G | 8056234472856



FACE MASK CLAY KAOLIN + SEAWEED

STEP 2: CLEANSING

12 G | 8056234472863



FACE MASK

HYALURONIC ACID + SQUALANE STEP 3: RECOVERING

25 G | 8056234472870







COMPLEX CARE SET

1X12 G, 2X25 G | 8057592521934

DETOX

THREE-STEP SKIN CLEANSING AND CELLULAR RENEWAL SYSTEM

SKIN **EXFOLIATION**

1 STEP

ACTIVE INGREDIENTS

- · AHA 5%: GLYCOLIC, MALIC, TARTARIC, CITRIC ACID
- BHA 2%: SALICYLIC ACID
- · MORINGA, MANGO, PAPAYA, LEMON, GRAPEFRUIT

EXTRA CLEANSING

2 STEP

ACTIVE INGREDIENTS

- · CLAY: KAOLIN, MONTMORILLONITE
- · SEAWEED: LAMINARIA POWDER,

HYDRATION AND RECOVERY

3 STEP

ACTIVE INGREDIENTS

- FIBRONECTIN
- SQUALANE









REMOVES KERATINIZED CELLS INCREASES SKIN ELASTICITY AND FIRMNESS SMOOTHES AND IMPROVES SKIN TONE PREPARES THE SKIN FOR INTENSIVE CARE

PROVIDES ANTIOXIDANT EFFECT HYDRATES, INCREASES SKIN FIRMNESS ACTIVATES INTRACELLULAR PROCESSES TIGHTENS PORES, REDUCES OILY SHINE

RESTORES SKIN LIPID BARRIER SOOTHES, NOURISHES, RELIEVES IRRITATION REMOVES THE FEELING OF SKIN TIGHTNESS DEEPLY MOISTURIZES AND LIFTS UP THE SKIN





FIBER TENCEL® IS MADE OF **EUCALYPTUS** WOOD

- BIODEGRADABLE
- ABSORBS LIKE COTTON, SOFTER THAN SILK AND COOLER THAN LINEN
- SMOOTH AND SILKY SURFACE

EXPOSURE TIME

- 1. 5 MINUTES
- 2. 10-15 MINUTES
- 3. 10-15 MINUTES





GO VEGAN

SHEET FACE MASKS INSPIRED BY THE COLOR DIET

GO VEGAN

SHEET FACE MASKS INSPIRED BY THE COLOR DIET





COMPLETE SKIN CARE FOR 7 DAYS OF THE WEEK

GO VEGAN SHEET MASKS ARE NOT TESTED ON ANIMALS AND DO NOT CONTAIN INGREDIENTS OF ANIMAL ORIGIN, SUPPORTING THE MOVEMENT AGAINST CRUELTY

GIFT SET LARGE HEALTHY WEEK COLOR DIET

7X25 G | 8056234471798

7X25 G | 8056234471781

GIFT SET HEALTHY WEEK COLOR DIET

















FACE MASK

OAT AND ALMOND OILS COCONUT AND AVOCADO NUTRITION, REPULPING, ENERGY

25 G | 8056234470005

FACE MASK

PEAR, ALMOND OIL AND BANANA MOISTURIZING, ANTISTRESS,

25 G | 8056234470012

FACE MASK

BROCCOLI, ROSEMARY, CUCUMBER AND VITAMIN E VITAMIN SPLASH, TONE ALIGNMENT

25 G | 8056234470029

FACE MASK

BLUEBERRY, PLUM, FIG AND HYALURONIC ACID REPULPING, NUTRITION, ANTISTRESS

25 G | 8056234470036

FACE MASK PINK DAY

POMEGRANATE, MANGOSTEEN, PAPAYA AND LYCHEE RADIANCE, TONING UP, FRESHNESS

25 G | 8056234470043

FACE MASK

TOMATO, BEETROOT, LAMINARIA AND GINGER TONE ALIGNMENT, MOISTURIZING

CANDY SHOP

HEALTHY DESSERT FOR YOUR SKIN WITH ZERO CALORIES. JUST DON'T EAT IT!



ANIMAL MASKS

PERFECT SKIN CARE + SOCIAL MEDIA CONTENT = ANIMAL MASKS!







GIFT SET OF FACE MASKS FUNNY BEAUTY SET

4X28 G | 4607154699140





BANANA + VANILLA BOOSTS ELASTICITY, MOISTURIZES, TONES

25 G | 6940079074349



FACE MASK PINK ICE CREAM

STRAWBERRIES + CREAM MAKES SKIN SOFT, MOISTURIZES, NOURISHES

25 G | 6940079074325



FACE MASK BLUE MACARONS

MACARONS + BLUEBERRY EVENS TONE, MOISTURIZES,

25 G | 6940079074332



FACE MASK PRETTY KITTY

RASPBERRY JUICE + LAVENDER MOISTURIZES, REGENERATES, BOOSTS ELASTICITY

28 G | 6940079074165



FACE MASK HAPPY SEA CALF

ALGAE + WHITE COAL INTENSIVELY MOISTURIZES, NOURISHES, REFRESHES

28 G | 6940079074158



FACE MASK

FACE MASK

EVENS SKIN TONE, MOISTURIZES, MAKES SKIN GLOW

PACE MASK most time mostromic direct

28 G | 6940079074172

WILD TIGER-R-R TAIGA BERRIES + VERBENA BAMBOO + SOYBEAN OIL TONES THE SKIN, MOISTURIZES, BOOSTS VITALITY

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE







SOUTH KOREA IS THE MAIN SKINCARE DEVELOPER AND MANUFACTURER IN THE GLOBAL BEAUTY MARKET

INNOVATIVE TECHNOLOGIES AND K-BEAUTY DEVELOPMENTS MAKE MY BEAUTY WEEK A WORLDWIDE TRENDSETTER



TRENDING MASSAGERS
AND CRYO-APPLICATORS
BECOME A GLOBAL TREND
AND GAIN POPULARITY

SURGE TO A TOP-2 PLACE IN RAPIDLY GROWING FACE CARE FORMATS COMPARED TO 2023



INNOVATIVE FORMULAS
WITH ACTIVE COMPONENTS
MAKE DOUBLE CARE FOR
100% EFFECTIVE RESULTS

INCORPORATING INGREDIENTS WITH A 165% SURGE IN CUSTOMER POPULARITY: HYALURONIC ACID, COLLAGEN, CENTELLA ASIATICA, AHA, SODA, KAOLIN



UNFORGETTABLE
EXPERIENCE ADDRESSING
THE MOST IN-DEMAND SKIN
CARE NEEDS

PROVIDING SOLUTIONS FOR ANTI-AGING, LIFTING, MOISTURIZING, NOURISHING, AND REVITALIZING EFFECTS

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



COLLAGEN

100% RECOGNIZABLE TOP MONOCOMPONENT



EYE CONCENTRATE

COLLAGEN, COFFEE ANTI-PUFFY EYES AND SIGNS OF FATIGUE

18 ML | 8057592521699



FACE CREAM VITAMIN C

VITAMIN C RADIANCE AND NOURISHMENT

50 ML | 8056234472801



FACE SERUM

VITAMIN C ELIXIR RADIANCE AND EVEN SKIN TONE

20 ML | 8057592521514



FACE&NECK Cream Massager Collagen

COLLAGEN, SEAWEED LIFTING EFFECT AND STRENGTHENING

80 ML | 8057592521675



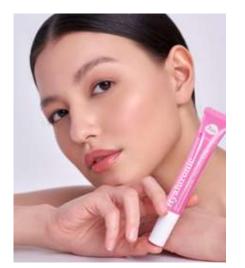
FACE&NECK CREAM MASSAGEF

COLLAGEN, PEPTIDE PERFECT FACE OVAL AND LIFTING EFFECT

40 ML | 8057592521651

MY BEAUTY WEEK

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



HYALURON

100% RECOGNIZABLE TOP MONOCOMPONENT



EYE CONCENTRATE HYALURONIC

HYALURONIC ACID, VITAMIN C ANTI-DARK CIRCLES AND WRINKLES

18 ML | 8057592521705



SCRUB MASK 2_{IN}1 DETOX SKIN

CLAY, ZINC CLEANSING, DETOX AND MATTIFYING

50 ML | 8056234472962



FACE SERUM MILKY BOOST

SQUALANE HYDRATION AND RECOVERY

20 ML | 8057592521507



FACE&NECK CREAM MASSAGER HYALURONIC

HYALURON, VITAMIN B3 ANTI-AGE, HYDRATION AND FIGHTING WRINKLES

80 ML | 8057592521682



FACE&NECK CREAM MASSAGER HYALURONIC

HYALURON, SEAWEED ANTI-AGE, PERFECT FACE OVAL AND MOISTURIZING

NEW LAUNCH 2024 | NEW BESTSELLERS

MY BEAUTY WEEK

NEW LAUNCH 2024 | NEW BESTSELLERS







EYE CONCENTRATE CREAM MASSAGER VITAMIN C

VITAMIN C, OIL COMPLEX RADIANCE, LIFTING AND BRIGHTENING

18 ML | 8055304762019



FACE&NECK CREAM MASSAGER VITAMIN C

VITAMIN C, OIL COMPLEX RADIANCE, LIFTING AND BRIGHTENING

80 ML | 8055304761951



FACEGNECK Cream Massager Vitamin C

VITAMIN C, OIL COMPLEX RADIANCE, LIFTING AND NOURISHING

40 ML | 8055304761906



EYE CONCENTRATE CREAM MASSAGER RETINOL

RETINOL, HYALURONIC ACID ANTI-AGE, LIFTING AND ANTI-WRINKLE

18 ML | 8055304762002



EYE CONCENTRATE CREAM MASSAGER RETINOL

RETINOL, HYALURONIC ACID ANTI-AGE, LIFTING AND ANTI-WRINKLE

80 ML | 8055304761968



EYE CONCENTRATE CREAM MASSAGER RETINOL

RETINOL, HYALURONIC ACID ANTI-AGE, LIFTING AND ANTI-WRINKLE

NEW LAUNCH 2024 | NEW BESTSELLERS



MY BEAUTY WEEK

NEW LAUNCH 2024 | NEW BESTSELLERS





EYE CONCENTRATE CREAM MASSAGER

CERAMIDE, PANTHENOL NOURISHING, REPAIRING AND BARRIER PROTECTION

80 ML | 8057592521675



EYE CONCENTRATE CREAM MASSAGER

CERAMIDE, PANTHENOL NOURISHING, REPAIRING AND BARRIER PROTECTION

40 ML | 8055304761920



EYE CONCENTRATE CREAM MASSAGER PEPTIDE

PEPTIDE, COLLAGEN LIFTING, ANTI-AGE AND NOURISHING

80 ML | 8055304761982



EYE CONCENTRATE CREAM MASSAGER PEPTIDE

PEPTIDE, COLLAGEN LIFTING, ANTI-AGE AND NOURISHING

40 ML | 8055304761937



EYE CONCENTRATE CREAM MASSAGER NIACINAMIDE

NIACINAMIDE, HYALURONIC ACID ANTI-AGE, MOISTURIZING AND DE-PIGMENTATION

80 ML | 8055304761999



EYE CONCENTRATE CREAM MASSAGER NIACINAMIDE

NIACINAMIDE, HYALURONIC ACID ANTI-AGE, MOISTURIZING AND DE-PIGMENTATION

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE







Peach Velvet

Avocado Squash

FACE CREAM PEACH VELVET

PANTHENOL RECOVERS, NOURISHES, SOOTHES

FACE MASK

AVOCADO OIL

SKIN TONE

AVOCADO SOUASH

NOURISHES, HYDRATES, EVENS

50 ML | 8056234472788

50 ML | 8056234472795

FACE MASK AOUA INFUSION

HYALURONIC ACID HYDRATES, PROVIDES ELASTICITY, SMOOTHES WRINKLES

50 ML | 8056234472740



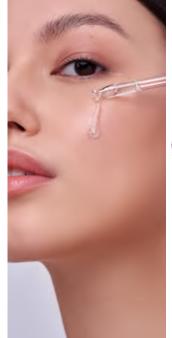
FACE FOAM

ALOE VERA GENTLY CLEANSES, FIGHTS IMPERFECTIONS

50 ML | 8056234472771

MY BEAUTY WEEK

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE





FACE SERUM

COLLAGEN LIFTING EFFECT, SMOOTHES WRINKLES, INCREASES ELASTICITY

20 ML | 8057592521545



FACE SERUM HA+H20

HYALURONIC ACID DEEPLY MOISTURIZES, INCREASES FIRMNESS AND ELASTICITY

20 ML | 8057592521521



FACE SERUM GREEN POWER

VITAMIN E NOURISHES, MOISTURIZES, ANTI-AGE EFFECT

20 ML | 8057592521569



FACE SERUM B3+ZN

FIGHTS IMPERFECTIONS, SHRINKS PORES, MATTIFIES

20 ML | 8057592521552



FACE SERUM AHA+BHA

AHA + BHA DEEPLY CLEANSES, FIGHTS WRINKLES AND ACNE SCARS



SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE







80 ML | 8057592521583





FACE SCRUB

ZINC + VITAMIN C EXFOLIATES, FIGHTS IMPERFECTIONS

80 ML | 8057592521590







CLAY MASK

CENTELLA + ZINC FIGHTS ACNE, BLACKHEADS, OILY SHINE

80 ML | 8057592521620





FACE MASK MILKY DREAMS

ALMOND + VITAMIN E NOURISHES, REGENERATES, REDUCES WRINKLES

80 ML | 8057592521644





UNIVERSAL GEL SKIN MEDITATION

ALOE VERA DEEPLY MOISTURIZES, SOOTHES, REFRESHES

FACE MASK

BAMBOO + CUCUMBER

ELASTICITY, SOOTHES

HYDRATES, INCREASES

80 ML | 8057592521637









MY BEAUTY WEEK

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE







SMOOTHING WRINKLES

7 G | 8053617422668



ELASTICITY AND NOURISHING 7 G | 8053617422668

REGENERATION, ANTI-AGE AND MOISTURIZING

COLLAGEN

7 G | 8053617422644

FACIAL SCRUB

SODA, GREEN TEA

CLEANSING, MATTIFYING

AND PORE MINIMIZING

7 G | 8053617422675



WHITE CLAY, ZINC CLEANSING, MATTIFYING AND FIGHTING IMPERFECTIONS

7 G | 8053617422699



CENTELLA ASIATICA, ZINC CLEANSING, MATTIFYING AND MOISTURIZING

7 G | 8053617422651



MALIC, TARTARIC, CITRIC ACIDS EXFOLIATION, EVEN TONE AND SKIN CELL RENEWAL









SMART CARE 24/7 | INTELLIGENT BEAUTY CONSTRUCTOR

MY BEAUTY WEEK

SMART CARE 24/7 | INTELLIGENT BEAUTY CONSTRUCTOR







PEELING PADSEXFOLIATING

AHA + VITAMIN C EXFOLIATES, HYDRATES, TONES, MATTIFIES SKIN

50 PCS | 150 ML | 8053617420299



PEELING PADS MIRACLE REFINING

AHA + BHA + PHA + LHA REFINES, HYDRATES, EVENS OUT TONE

50 PCS | 150 ML | 8053617420305



PEELING PADSDEEP CLEANSING

BHA + CICA DEEPLY CLEANSES, SHRINKS PORES, MATTIFIES

50 PCS | 150 ML | 8053617420312



PEELING PADSGENTLY REFINING

PHA + ICE GENTLY REFINES, COOLING AND PORE MINIMIZING EFFECT

50 PCS | 150 ML | 8053617420329

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



Iny 2

GIFT SETJUST DROP VITAMIN BOMB

RADIANCE DAYGNIGHT CREAM VITAMIN C | 50 ML RADIANCE SERUM+TONER VITAMIN C ELIXIR | 20 ML 8057592523051



GIFT SET LET'S GET UPDATE

SOS CREAM PEACH VELVET | 50 ML EXFOLIATING SERUM AHA+BHA | 20 ML 8057592523112

MY BEAUTY WEEK

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR FACE



GIFT SET FALL IN LOVE WITH YOUR SKIN

CLAY PEEL MASK 2IN1 DETOX SKIN | 50 ML REVITALIZING SERUM MILKY BOOST | 20 ML 8057592523044



GIFT SET MATTIFYING PARADISE

MOUSSE CLEANSER SEA FOAM | 50 ML OIL CONTROL SERUM B3+ZN | 20 ML 8057592523099





GIFT SET WORK OUT FOR YOUR SKIN

COLLAGEN CREAM WHIPPED SOUFFLE | 50 ML LIFTING SERUM COLLAGEN DROPS | 20 ML 8057592523082



GIFT SET GOOD SUPERFOOD

NOURISHING SLEEPING MASK AVOCADO SQUASH | 50 ML Nourishing oil serum Green Power | 20 ML 8057592523105

SMART CARE 24/7 | INTELLIGENT BEAUTY FOR BODY



SMART CARE 24/7 | INTELLIGENT BEAUTY CONSTRUCTOR

























SWEET CHERRY OIL, SHEA BUTTER, CANNABIS OIL SATURATING SKIN WITH VITAMINS, NOURISHING, SMOOTHING

250 ML | 8055304761852



BODY CREAM

SWEET CHERRY OIL, SHEA BUTTER, CANNABIS OIL SATURATING SKIN WITH VITAMINS, NOURISHING,

250 ML | 8055304761852











BODY CREAM

SWEET CHERRY OIL, SHEA BUTTER, CANNABIS OIL SATURATING SKIN WITH VITAMINS, NOURISHING, SMOOTHING

250 ML | 8055304761852



BODY CREAM CHERRY&SHEA

SWEET CHERRY OIL, SHEA BUTTER, CANNABIS OIL SATURATING SKIN WITH VITAMINS, NOURISHING, SMOOTHING

FOOT CARE

NEW LAUNCH 2024 | FOOT MASKS

FOOT CARE

NEW LAUNCH 2024 | FOOT MASKS







EXFOLIATING FOOT MASK

- PEELS OFF CORNS AND HARD SKIN • REGULATES SWEAT GLANDS ACTIVITY
- SOFTENS THE SKIN OF THE FEET

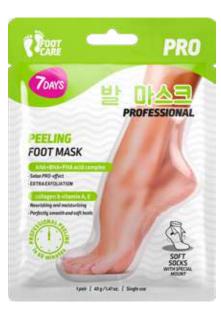
50 PCS | 150 ML | 8055304762057



MOISTURIZING FOOT MASK

- REVITALIZES HARD AND DRY FOOT SKIN • GIVES A SOOTHING EFFECT
- HAS REFRESHING EFFECT

50 PCS | 150 ML | 8055304762064



PROFESSIONAL PEELING FOOT MASK

- SALON PRO-EFFECT
 FXTRA FXFOLIATION
- EXTRA EXFOLIATION
 NOURISHING AND MOISTURIZING
- 50 PCS | 150 ML | 8055304762071

STORE EQUIPMENT

EXCLUSIVELY BY 7DAYS

STORE EQUIPMENT

EXCLUSIVELY BY 7DAYS



















STORE EQUIPMENT

EXCLUSIVELY BY 7DAYS

















STORE EQUIPMENT

EXCLUSIVELY BY 7DAYS



























EXCLUSIVELY BY 7DAYS











