



davines

SALON GUIDE



OUR VALUES

DO OUR BEST
FOR THE WORLD,
CREATING GOOD LIFE FOR ALL,
THROUGH BEAUTY, ETHICS
AND SUSTAINABILITY.

OUR HISTORY

1983 The Bollati family founded Davines in Parma, Italy. The Company starts its journey as a research laboratory specializing in manufacturing top quality products for hair and skin treatments on behalf of internationally renowned cosmetics houses.

1993 The Davines trademark is born as a brand of beauty products intended for professional customers, which are designed, formulated and manufactured at our headquarters and laboratories in Parma.

1996 The skincare division [comfort zone] is founded to service the world's most distinguished spas and beauty centres.

2004 Davines becomes an international brand and branch offices are opened in London, Paris, Mexico City and New York.

2007 Creation of the Sustainable Beauty concept and drafting of the "Sustainable Beauty Manifesto".

2015 Opening of the new academy in New York. Our brand is distributed in 95 countries and relies on a multicultural staff coming from 31 different countries.

2016 Davines achieves B Corporation Certification, and publishes its first Sustainability Report.

2017 The Parma offices and manufacturing facilities become carbon neutral, i.e. we offset the carbon dioxide through reforestation projects.

2018 Davines Village opens. All Davines Group offices worldwide become carbon neutral. All our product packaging becomes carbon neutral, i.e. we offset the carbon dioxide generated by the production of our packaging through reforestation projects.

2019 The new branch in Hong Kong was opened. The Davines Group's main events are carbon neutral. "A single shampoo" is launched entirely carbon neutral. This project is a symbol to our dedication. The main offices in Parma and the New York become Benefit Corporations.

2020 The Group obtains B Corporation recertification. Sponsorship of the World Happiness Report. Co-creation of the Regeneration 20/30 alliance

2021 As a brainchild of Paolo Braguzzi, former CEO of the Davines Group, together with other 39+ beauty B Corps, we launched the B Corp Beauty Coalition to influence the beauty industry to trigger broader changes which can ultimately improve its social and environmental footprint.



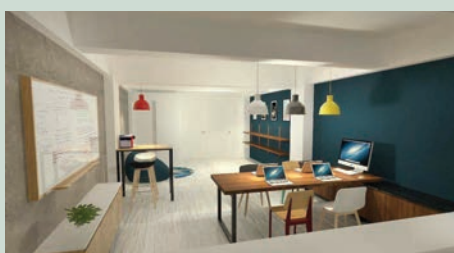
New York, USA



London, UK



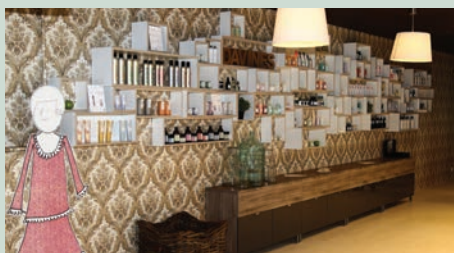
Paris, France



Hong Kong, China



Mexico City, Mexico



Deventer, Netherland



Parma, Italy

SUSTAINABLE BEAUTY MANIFESTO

At Davines, we believe that living a balance of Beauty and Sustainability, what we call "Sustainable Beauty", can improve our lives and the world around us.

BEAUTY

Our ideal of beauty finds its inspiration in the concept of equilibrium between substance and shape. Our style is inspired by simplicity, harmony and good taste.

The beauty that we believe in is based on appreciation for individuality, celebration of diversity and freedom of expression. So we praise the grace, elegance and distinct characteristics that make each of us who we are. This is why we consider ourselves as a tool for our customers to express their own uniqueness.

By creating "beauty" we want to encourage people to take care of themselves, of the environment in which they live and work, and of the things they love.

Our multicultural curiosity motivates us to explore the many truths of our world. We like to be in tune with the present while still remaining fresh over time.

SUSTAINABILITY

Our ideal of beauty works through practical and "sustainable" efforts. For us, sustainability deals with the responsibility we owe to ourselves, the people with which we work, our customers, and the world in which we live and operate. Our vision of "sustainability" has a range of connected meanings:

- » "sustainability" as a commitment to have a positive impact on the environment and society;
- » "sustainability" in regard to the effectiveness of our products and the safety of our customers, thanks to the privileged use of natural ingredients, enhanced with cutting-edge cosmetic technologies and an artisanal spirit;
- » "sustainability" in regard to "freedom of creation". Our decisions are led more by "intuition" than "calculation". Our pioneering spirit guides us to explore ideas beyond trends. At Davines, every idea is born free and then developed with authenticity, in harmony with our values;
- » "sustainability" in regard to "ethics", which in ancient Greek means "house, shelter, lair".

Honored by being a family company, we make our professional environment a home where to develop oneself and create sincere and trustful relationships with others, based on transparency and awareness of our interdependence.

In summarizing, "beautiful and good" - as the ancients referred to the inseparable unity between exterior and interior beauty - is another way to say "Sustainable Beauty".

And "Sustainable Beauty" is another way to say Davines.



DAVINES VILLAGE

The Davines Village is our new headquarters just outside Parma. Designed by the MTL studio run by renown architects Matteo Thun and Luca Colombo, it is the most tangible embodiment of the values of beauty, sustainability and well-being that drive our company.

“The soul of Davines expresses itself through its deep values. The Davines Village is their symbol: a company headquarter that exemplifies the concept of Sustainable Beauty that we pursue with ever stronger commitment and passion. The virtuous architectural design has turned into a reality that puts the well-being of the people who work here at its centre and represents a place where ethics and aesthetics coexist in harmonious balance.” - Davide Bollati, Davines President.

The complex, built on a surface area of 77,000 square metres, dedicates approximately 11,000 square metres to offices, an education center, the R&D laboratory, production plant and a warehouse. At the center of the complex lies a large glass building, a luminous “greenhouse” with a modern, light architectural style, housing a restaurant and co-working space for employees: the beating heart of the company.

The remaining area, approximately 80% of the total space, designed by the Del Buono-Gazerwitz landscape architecture studio, is dedicated to various green spaces, including a scientific botanical garden where some of the plant species used in our cosmetic formulas are grown. 100% of the electricity used in the production site of the Davines Village comes from renewable sources.

THE BUILDINGS

In keeping with Davines’ spirit, the Davines Village has been designed to convey a message of care for people and the environment. Transparency, lightness, nature, sustainability, community and well-being are the guiding principles of the project, expressed through the overall design, which consists of sustainable technical and construction solutions and by the choice of glass and wood as predominant materials.

Developed around the concept of “home”, the structure of the Davines Village reinterprets the archetypes of typical dwellings of Italian rural areas in a contemporary way.

The complex, made with a minimum amount of masonry elements, is designed to achieve maximum architectural transparency and provide every work station with a view of the green areas. Preference has been given to natural materials.

THE GREEN AREAS

Green is the common denominator of the project. Developed to be in constant interaction with the architecture, the beauty of the green areas evolve through the year, as do the two internal courtyards, the scientific botanical garden, a large garden surrounding the buildings, and the Green Kilometre.

THE SCIENTIFIC BOTANICAL GARDEN

The scientific botanical vegetable garden functions primarily as a resource for the Research and Development Laboratory.

The scientific garden’s 3,000 square metres are a place of constant inspiration where plants can thrive, and humans, by observing, can study their related scientific nature.

This creates a dynamic environment that takes science to a human scale to offer a tailored product that meets the scientific goal. The garden also plays an educational role by showing visitors the natural ingredients used in Davines and Comfort Zone formulas and is a place where to recharge one’s soul to offer employees and guests a moment to connect with nature.



RESEARCH CHARTER

In our Labs, researchers do not just work on creating highly effective and innovative formulas, but also on selecting the finest ingredients in line with our values and on defining manufacturing processes that minimise their environmental impact.

The ingredients we choose are, whenever possible, natural, eco-certified or organic. We prefer environmentally sustainable ingredients and we believe it is important that not only laws and regulations are followed but also to ensure that basic ethical principles are taken into account during all the stages of the process of the supply chain to make the ingredient. We like ingredients typical of the traditions of countries worldwide and select them whilst respecting local biodiversity. When our products are formulated, we also take into account and plan for actions like lower temperatures in production, reduction of water usage and the use of energy from renewable sources.



SUSTAINABILITY PROJECTS

REGENERATIVE ORGANIC AGRICULTURE

Regenerative organic agriculture is a system of farming principles and practices that seeks to rehabilitate and enhance the entire ecosystem of the soil. Building upon organic as a baseline, this method of growing food, fibre, and ingredients approaches farming as a holistic system, does not use synthetic pesticides and herbicides, and incorporates high standards for soil health, animal welfare, and farmworker fairness.

Regenerative organic farming has the potential to sequester more carbon in the soil, mitigate climate change, promote biodiversity, and protect our soil, air, and water. Shifting both crop and pasture management globally to regenerative systems is a powerful combination that could drawdown more than 100% of annual CO₂ emissions, pulling carbon from the atmosphere and storing it in the soil. In 2021, Davines Group started partnership with Rodale Institute, pioneer and leader of the research around Regenerative Organic Agriculture.

The objective of this alliance is to expand the supply of regenerative organic ingredients and bring even further the frontiers of sustainability research. Davines Group and Rodale Institute will manage together the new European Regenerative Organic Center, a new research hub that will encompass a 10-hectare site on the Davines Village campus focusing its studies and education on small- to mid-size European farms growing specialty crops for food, nutrition, and beauty. Supporting farmers in the region, the Center will focus on organic farm management in a Mediterranean climate, as well as the close relationship between personal care ingredients and farming. For more information about regenerative agriculture, please visit:

<https://rodaleinstitute.org/education/resources/regenerative-agriculture-and-the-soil-carbon-solution/>





SUSTAINABLE PACKAGING

Packaging is essential to contain, preserve and protect products. We do everything we can to minimise the impact of our packaging; we design it carefully to not waste resources and in addition we also neutralize CO₂eq emissions resulting from the entire lifecycle of our packaging - material sourcing, transportation, production and end of life - to truly show our attention to the environment. At Davines, we try to minimise the use of materials without compromising the technical aspects designed to protect the product. Whenever we can, we strive to only use primary packaging to avoid additional external packaging. If external packaging is necessary, we chose materials that are or can be recycled or compostable. We also strive to use packaging made from one single material which can easily be separated to make recycling easier, as well as simplify the actual subsequent recycling process. All the materials we use for our packaging are fully recyclable. From our packaging suppliers we demand not only high quality but also collaboration to design solutions that reduce size, thereby streamlining logistics to reduce waste and carbon dioxide emissions. To us, this is also a way of showing respect for those who choose us. In 2020 our plastic packaging mix is distributed as follow: 40.6% of virgin plastic, 32% bio-based plastic, and 27.4% recycled plastic. Since 2018, the constant efforts of the Davines Groups towards eco-design allowed a decrease of 15.4% in the virgin plastic.

DAVINES PRODUCTS ARE CERTIFIED PLASTIC NEUTRAL BY PLASTIC BANK IN 2022

We are very proud to announce a major step Davines is taking in its sustainability journey. A step that represents one of the most challenging and ambitious commitments that we have taken in recent years: in 2022, our products will be 100% Certified Plastic Neutral by Plastic Bank.

What does Plastic Neutral product mean?

It means that for every product we sell in 2022, an equal amount of ocean-bound plastic will be collected and removed from the environment through our collaboration with Plastic Bank. Since many years, at Davines have been focusing on eco-designing the packaging, reducing the use of natural resources, and choosing the most circular materials, especially when speaking about plastic. We are more

than aware that no material is perfect, and that packaging encompasses a variety of environmental challenges that go from the supply chain of raw materials to the end-of-life and possible dispersion of the empty products into the environment. Thanks to this new commitment, Davines is stepping to the forefront of the beauty industry, helping protect our planet and improve the lives of local collectors in Indonesia, Brazil, and the Philippines.

"Sustainability is not a goal, but a journey. Being Certified Plastic Neutral by Plastic Bank in 2022 confirms two of our core values: care and innovation. For that reason, the plastic neutrality certification is just one step further along this path".

Anthony Molet - CEO of Davines Group



RENEWABLE ENERGY

Today it is common knowledge that fossil fuel resources are limited and, more importantly, that they release carbon dioxide into the atmosphere when used. We have instead chosen an energy alternative that does not further effect the environmental balance for future generations.

The electrical energy and gas that we use in our plants and offices only comes from renewable sources.

Sun, water, wind and earth are inexhaustible sources as they are constantly renewed and release very little, if not null, greenhouse gases.



ETHIOTREES

The roots of our company lie at the intersection of Sustainable Beauty and real commitment, taking the form of projects with a positive impact on the environment and local communities. EthioTrees, a proprietary "offsetting" project for carbon dioxide compensation, was created as part

of this vision.

Thanks to EthioTrees, Davines neutralizes:

- » CO₂eq emissions related to the entire packaging life cycle of the Davines, Comfort Zone and Skin Regimen products;
- » all CO₂eq emissions related to its production site in Parma, where the Group's products are made;
- » the CO₂eq emissions of all Davines Group offices worldwide, making them carbon neutral;
- » CO₂eq emissions of our major events to make them carbon neutral;
- » CO₂eq emissions from our Davines Village staffs' commute to work;
- » CO₂eq emissions from the lines on which we applied the LCA analysis (excluded use-phase);
- » CO₂eq emissions of part of the air travel made by international staff.

With the EthioTrees project, the Davines Group supports the regeneration of land and forests in Ethiopia, offsetting the CO₂eq emissions deriving from our activity, whilst at the same time helping local rural communities have easier access to drinking water.

The northern plateau of Ethiopia is at risk of deforestation but with great potential for ecosystem restoration, which is why we have chosen it for our project.

In the EthioTrees project, the CO₂ offset takes place by planting native tree and shrub species, which help counter desertification and enable greater soil protection.

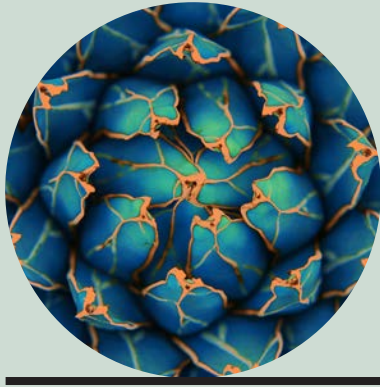


SCOLEL'TE

Scolel'te, which means "the growing tree" in the Tzeltal language, is a certified Plan-Vivo carbon capture program that includes reforestation and sustainable forest management activities.

It is the longest-running project of its kind in the world and has been an international benchmark for the development of the Plan Vivo system. With Scolel'te, the Davines Group contributes to mitigating climate change and promoting agroforestry and social welfare by strengthening local potential.

We are starting neutralizing part of our emissions through this project in 2022



B CORP

A certified Benefit Corporation, or B Corp, is a new type of company that aims to redefine the concept of success in business. B Corps are for profit companies certified for their positive impact on the people and the environment. They pursue not only profit but also purpose, building a more inclusive and sustainable economy and redistributing value among all stakeholders.

The Davines Group is inspired by the same principles that founded the B Corp movement: reconciling successful business activities with a maximised positive impact on the world we live in, and therefore on all the Group stakeholders.

As all companies willing to join the B Corp movement, Davines performance has been evaluated by the certifying body, B Lab, on five different thematic areas: Governance, People, Community, Environment and Customer. To obtain the B Corp certification, companies need to reach a minimum score of 80 points, requirement that Davines amply satisfied with its score of 117.4.



BENEFIT CORPORATION

On September 19th 2019, Davines became a Benefit Corporation.

Benefit Corporations, known as “Società Benefit” in Italian, constitute an evolution of the corporate legal form. Becoming a Benefit Corporation means redefining the company’s goals in statutory terms, voluntarily going

beyond the traditional aim of generating profit and giving equal importance to the aim of making a positive impact on society and the environment.

A Benefit Company is a new legal instrument which creates a solid basis for long-term mission alignment and creation of shared value. Furthermore, becoming a Benefit Corporation is a legal tool to protect the company’s mission in the event of capital increases, leadership changes, generational changes or listing on the stock exchange.

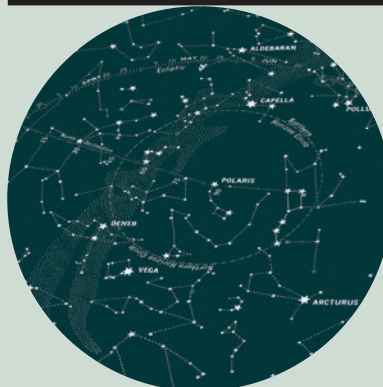
Davines has decided to take this path in a globally and therefore Davines SpA has changed its by-laws to become a Società Benefit, and Davines North America too has become a Benefit Corporation.

All other offices who do not have the same legal form are invited to amend their by-laws accordingly.

Through the re-certification announced on 23 January 2020 and the statutory commitment undertaken at the end of 2019, today we look ahead and focus on finding increasingly innovative solutions for us to develop and make the world a better place.



117.4
B CORP
SCORE



SUSTAINABILITY REPORT

As a celebration and further enhancement of our commitment to our B Corp certification, since 2016 we have been publishing the Group’s Sustainability Report on an annual basis.

The Sustainability Report is the company official reporting document dedicated to actions and improvement plans through sustainable development, with activities and objectives contributing to the United Nations’ Sustainable Development Goals.

The initiatives mentioned in the report

cover a wide range of typology of impact – environmental, social and economic sustainability – and results obtained to the benefit of our stakeholders: clients, suppliers, distributors, collaborators and the community.

When we talk about people, at Davines we supports the well-being of our employees in the world, promoting diversity and inclusion, gender equality, high quality of life and professional growth.

Similarly, at Davines we cares about our customers and supplier community, and that’s why business partners are selected according to social and environmental criteria.

Furthermore, we promote local territorial projects and global initiatives. Lastly, the Sustainability Report presents our commitment to improving our environmental impact.

The Group focuses on the complete product lifecycle, preserving and optimizing available resources, minimizing emissions and reducing generation of waste in as much as possible.

All these activities speak of Davines’ commitment to spread sustainable beauty, not only through our own products, but also by planning our strategies with this final goal in mind.



Find out more:





OUR PRODUCTS

COLOUR PRODUCTS

MASK WITH VIBRACHROM™ Conditioning colouring system



MASK WITH VIBRACHROM™
100 ml

Mask with Vibrachrom™ is a permanent cream-based colouring system that combines the best properties of nature with concepts from the world of cosmetics and textiles. From nature we used quinoa protein extract, which increases the absorption of colour and guarantees that the hair fibres lock in colour over time; from the world of cosmetics comes a natural vegetal conditioning factor, rich in Omega 9 that guarantees bright and vibrant colours, and, from the world of textiles, a phospholipid carrier never before used in cosmetics, which facilitates the penetration of pigments into the hair, guaranteeing uniform colour from roots to ends. The environmental impact of the production of the packaging for Mask with Vibrachrom™ has been measured and reduced to a minimum. We only use FSC-certified, recycled and compostable paper for the outer packaging. All non-essential materials have been eliminated in order to optimize transportation and further reduce CO₂ emissions. All the materials used for the packaging of this line are fully recyclable.

A NEW COLOUR Ammonia-free colouring system



A NEW COLOUR
COLOUR CREAM
60 ml

A NEW COLOUR
CREAM BASE
400 ml

A NEW COLOUR
ACTIVATOR 5 VOL.
900 ml

A NEW COLOUR
ACTIVATOR 10 VOL.
900 ml

A NEW COLOUR
ACTIVATOR 20 VOL.
900 ml

A NEW COLOUR
ACTIVATOR 30 VOL.
900 ml

A NEW COLOUR
ACTIVATOR 40 VOL.
900 ml

A NEW COLOUR
BLEACHING POWDER
500 gr

A New Colour is a permanent colouring system drawing inspiration from nature. It is ammonia-free, extremely versatile and complete in order to turn colour into endless creative possibilities; the ideal instrument for the hair colourist. The formulas have carotenoids and melanin derived from plants that counteract free radicals and have antioxidant properties. Formulas are ammonia-free to ensure an odorless application, providing comfort both for the stylist and the customer. We only use FSC-certified paper. All non-essential materials have been eliminated in order to reduce CO₂ emissions. All the materials used for the packaging of this line are fully recyclable.

THE CENTURY OF LIGHT Innovative bleaching system



LIBERTY
450 g

PROGRESS
800 g

TOLERANCE
900 ml

The Century of Light is a simple, complete and flexible bleaching system consisting of three products to provide a solution to all technical and creative needs for bleaching and lightening, with a variety of formulas and textures, the right lightening power and maximum care for the scalp and hair structure. Davines' Research and Development Laboratories have upgraded The Century of Light range with a unique active ingredient called Acetyl Aspartic Acid used in the new Hair Protective Booster+ (patent pending), that provides protection on the hair surface whilst providing a strengthening action within the hair at a deeper level when bleaching.

The two powders are packaged in a 96.5 % post-consumer recycled plastic jar, while the bottle of the lightening oil is made from bio-based PE, a plastic obtained from sugarcane which is a vegetal renewable source. All the materials used for the packaging of this line are fully recyclable.

VIEW Demi-permanent colour system



VIEW GLOSS
500 ml

VIEW COLOUR
60 ml

View is Davines' innovative demi-permanent colouring system. Formulated with an acidic pH, it is a gentle hair colour that can meet all the needs of the colourist, guarantee extreme shine and fully respect hair without lifting natural melanins. The line consists of 59 shades which are from 95% to 99% biodegradable and formulated with 88% to 93% natural derived ingredients. The products are enriched with natural polyglycerols, which have never before been used in the world of hair colour. Natural polyglycerols are extracted from olive oil and are able to provide extreme shine and softness to the hair, in total respect of the hair structure, making the formulation even more sustainable as they are delicate and biodegradable emulsifiers from renewable sources. View is a versatile system and extremely easy to use. It can be applied to shampooed thoroughly towel-dried hair without lightening natural melanins, to add tone to natural hair and to previously bleached or lightened hair, equalize cosmetic colour and to refresh lengths and ends, disguise the first white hair (up to 50%), offer a shine enhancing service with the Gloss. The View bottles are made from 98% post-consumer recycled plastic. All the materials used for the packaging of this line are fully recyclable.

FINEST PIGMENTS

Direct colour



FINEST PIGMENTS
280 ml

Finest Pigments is an ammonia-free direct colouring system formulated with natural pigments and ingredients of natural origin. The formulas are used directly on hair, with no need for activators. This is a gentle and direct colouring system that is quick and easy to use, formulated with 85% to 93% natural derived ingredients and it is from 95-97% biodegradable. Available in 14 nuances that can be mixed together, as well as Finest Pigments Gloss. With their strong antioxidant power, natural pigments enhance and preserve hair's reflects and protect its structure. The bottles are made from 98% post-consumer recycled plastic for a lower environmental impact. All the materials used for the packaging of this line are fully recyclable.

ACTIVATOR

Activators for technical services



ACTIVATOR
900 ml

Activator is a crossover range of activators to use with Mask with Vibrachrom™ and View colouring systems and The Century of Light bleaching systems. It is a creamy emulsion of hydrogen peroxide available in 5 vol (1.5%), 10 vol (3%), 20 vol (6%), 30 vol (9%), 40 vol (12%). The bottle has been reduced in both height and thickness in order to use less plastic.

TECHNICAL PRODUCTS



MASK BLEACHING
POWDER
500 gr



PROTECTION
PROVIDER
200 ml

Mask Bleaching Powder is a low volatility bleaching powder, ideal for partial and total bleaching and colour cleansing treatments that respects hair structure.

Protection Provider is designed to be applied on the forehead and around the hairline before colouring to avoid colour stains on the client's face and neck. Particularly suited for clients with sensitive skin.

ALCHEMIC

Temporary colouring system

Alchemic is the Davines line designed to intensify and brighten colour on both natural and coloured hair, thanks to the use of highly biodegradable and natural-derived ingredients and a high concentration of direct pigments. Available in six colour families composed of a shampoo and a conditioner. Alchemic Creative Conditioners are available in five colours designed to create or enhance creative chromatic results on light blonde natural hair and lightened hair up to a platinum blonde, while providing a conditioning effect.

Formulas are highly sustainable, combining cosmetic performance with the quality of carefully selected ingredients respecting both man and the environment. Formulated with 84% to 95% natural derived ingredients and it is from 97-98% biodegradable. The Alchemic bottles and jars are made from 99% post-consumer recycled plastic. All the materials used for the packaging of this line are fully recyclable.



SILVER
SHAMPOO 280 ml
SILVER
CONDITIONER 250 ml
1000 ml



CHOCOLATE
SHAMPOO 280 ml
CHOCOLATE
CONDITIONER 250 ml



COPPER
SHAMPOO 280 ml
COPPER
CONDITIONER 250 ml



GOLDEN
SHAMPOO 280 ml
GOLDEN
CONDITIONER 250 ml



RED
SHAMPOO 280 ml
RED
CONDITIONER 250 ml



TOBACCO
SHAMPOO 280 ml
TOBACCO
CONDITIONER 250 ml



CREATIVE CONDITIONER CORAL
250 ml



CREATIVE CONDITIONER PINK
250 ml



CREATIVE CONDITIONER LAVENDER
250 ml



CREATIVE CONDITIONER MARINE BLUE
250 ml



CREATIVE CONDITIONER TEAL
250 ml

WELL-BEING PRODUCTS

NATURALTECH

Targeted solutions for scalp and hair conditions and to prevent signs of ageing

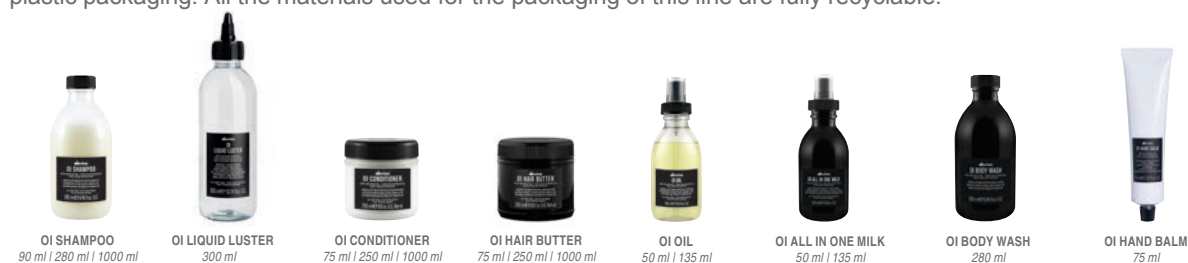
Naturaltech is a range of products and treatments specifically formulated to prevent and resolve the most common skin and hair conditions, helping them regain the balance to restore their natural healthy state. The Naturaltech formulas contain phytochemicals, active biological compounds only found in plants, having exceptional antioxidant, anti-inflammatory properties. These properties also have an effect on human beings and are effective in countering free radicals. All the products in the line are carbon offset, as the CO₂ emissions generated by raw materials, production, packaging, transport, and final disposal are neutralized through the EthioTrees and Scole'te reforestation projects promoted by Davines. The packaging draws inspiration from the pharmaceutical world, as well as that of herbalists, featuring a collection of handmade drawings, which are symbolizing the function of each family. The products of the Naturaltech line are produced and packaged at the carbon neutral Davines Village with energy entirely from renewable sources. Naturaltech bottles and jars are made from 99% post-consumer recycled plastic, and glass at 46% recycled. The tubes and labels are made from bio-based PE, a plastic obtained from sugarcane which is a vegetal renewable source and the secondary packaging, when required, is made with FSC recycled paper. All the materials used for the packaging of this line are fully recyclable.



OI

Absolute beauty

OI is a product range dedicated to absolute beauty for all types of hair and skin. Designed for a balance between the sensorial experience, multi-benefit formulas and efficacy, the assortment has immediate cosmetic effect from first use, respecting both mankind and the environment. All OI products contain Roucou oil, extracted from a plant in the Amazon, rich in carotenoids, with protective antioxidant actions, helps to reduce the damage from external aggressors. The bottles of the oil and shampoo, and the jar of the conditioner are made from 100% post-consumer recycled plastic. While, body wash, hair conditioner, and milk are contained in 99% post-consumer recycled plastic packaging. All the materials used for the packaging of this line are fully recyclable.



ESSENTIAL HAIRCARE

Daily haircare

Essential Haircare is a range of products for daily haircare with antioxidant and protective properties. It consists of nine families with simple and descriptive names that come from the abbreviation of their function.

Essential Haircare is made with high percentages of natural ingredients that are easily biodegradable to minimize the environmental impact. Each range meets the specific needs of different hair types and offers an immediate cosmetic treatment. The products in each family contain an active ingredient from Slow Food Presidia, to protect biodiversity. The bottles are made from bio-based PE, a plastic obtained from sugarcane which is a renewable source. All the materials used for Essential Haircare line packaging are fully recyclable.



ESSENTIAL HAIRCARE SHAMPOO BARS

Even more Essential, even better

From now on, the formulations of the Essential Haircare shampoos Momo, Dede, Love and Volu, are also available in a new, solid form, wrapped in a 100% recyclable FSC paper packaging. They are as creamy and gentle as their liquid versions, but they travel better and take up less space. The formulas are sulfates and silicones free, and from 97.1% to 97.4% biodegradable. Our dermatologically tested solid shampoos are formulated with a skin-like pH and they are characterized by the presence of delicate surfactants for particularly gentle cleansing that respects the balance of hair and scalp, providing compactness and brightness to the hair. Thanks to this technology, the formulas can be enriched with natural active ingredients from Slow Food Presidia to protect biodiversity and conditioning agents to give softness to the hair, as well as workability and pleasantness of use. All the materials used for the packaging of this line are fully recyclable.



THE CIRCLE CHRONICLES

Advanced, effective and eclectic hair masks for every moment in life

We all live our busy lives through a wide variety of situations and experiences, and as a result of this, our scalp and hair have specific needs. The Circle Chronicles is the ideal solution for wherever your life may take you; a line of scalp and hair masks designed to be active, effective and eclectic for treatments in the salon or at home with immediate results. They are enriched with active ingredients of natural origin: starting with clays, 100% natural bamboo charcoal and "super food" plants such as moringa butter and matcha tea extract. The Circle Chronicles are available in a convenient and foldable pack allowing you to mix & match your products and bring everything you need with you, wherever life takes you. All the 750ml packaging are made from 94% post-consumer recycled plastic.



HEART OF GLASS

Whatever blonde you like to be, we'll stand by you



SILKENING SHAMPOO
90 ml | 250 ml | 1000 ml



INTENSE TREATMENT
150 ml | 750 ml



RICH CONDITIONER
90 ml | 250 ml | 1000 ml



SHEER GLAZE
150 ml

Heart of Glass is our range dedicated to the care of natural, bleached and chemically treated blondes. Blonde hair, often particularly dry, dull and stressed by chemical treatments and everyday beauty routine, is deserving of special nourishing, reinforcing, repairing and brightening treatments.

All the products in the line are carbon offset, as the CO₂ emissions generated by raw materials, production, packaging, transport, and final disposal are neutralized through the EthioTrees and Scole'te reforestation projects promoted by Davines. The bottles and jars are made from 99% post-consumer recycled plastic, and all the materials used for the packaging of this line are fully recyclable.

DAVINES AUTHENTIC FORMULAS

Face / hair / body beauty and multifunctionality



DAVINES AUTHENTIC
CLEANSING NECTAR
HAIR / BODY
280 ml



DAVINES AUTHENTIC
MOISTURIZING BALM
FACE / HAIR / BODY
150 ml



DAVINES AUTHENTIC
NOURISHING OIL
FACE / HAIR / BODY
140 ml



DAVINES AUTHENTIC
BUTTER
FACE / HAIR / BODY
200 ml

Davines Authentic Formulas is a range of multipurpose products full of natural ingredients and formulated for use on hair, face and body. All products are extra gentle and carry out their function flawlessly by cleansing, moisturizing, protecting and nourishing all types of hair and skin, as well as providing a deep feeling of well-being.

All products in the Davines Authentic Formulas assortment are made with very high percentages of natural ingredients and biodegradable surfactants. Formulas have no artificial colourings, silicones and mineral oils. All the materials used for the packaging of this line are fully recyclable.

PASTA & LOVE

Mens Grooming Line



PRE-SHAVING &
BEARD OIL
50 ml



STRONG HOLD MAT
CLAY
50 ml



AFTER SHAVING &
MOISTURIZING
CREAM
100 ml



NON FOAMING
TRANSPARENT
SHAVING GEL
150 ml



MEDIUM HOLD
STYLING PASTE
125 ml



SOFTENING
SHAVING GEL
200 ml



FIBER CREAM
50 ml



HAIR BEARD &
BODY WASH
300 ml

Pasta & Love was created to celebrate the lifestyle of the bonvivant with products for mens grooming and self-care. Hair and beard styling is therefore experienced as a cathartic moment, for those who savour life. Pasta & Love formulas were developed with the ideal balance between natural ingredients and technology in mind, creating light textures, without the use of silicones. All the products in the line are carbon offset, as the CO₂ emissions generated by raw materials, production, packaging, transport, and final disposal are neutralized through the EthioTrees and Scole'te reforestation projects promoted by Davines. The Pasta & Love bottles are partially made from recycled glass or 97% post-consumer recycled plastic, and the tubes are made from 95% post-consumer recycled aluminum for a lower environmental impact. All the materials used for the packaging of this line are fully recyclable.

A SINGLE SHAMPOO

Our best union of performance and sustainability.
For now.



A SINGLE SHAMPOO
250 ml
1000 ml

A Single Shampoo represents our best union of performance and sustainability. The formula is 95% natural and 98.2% biodegradable, and contains a unique surfactant derived from olive oil, partially obtained from Quercetano Olive, Slow Food Presidium created by Davines to actively support biodiversity. All the ingredients can be fully traced back to their country of origin, and the formula is free from colorants, silicones, and animal derived ingredients. The fragrance is 100% natural, as are the preservatives. The bottles are made from bio-based PE, a plastic obtained from sugarcane, which is a vegetal renewable source, and they are produced with reduced use of plastic. All the materials used for the packaging of this line are fully recyclable. This is our first carbon offset product, as the CO₂ generated throughout the product lifecycle, excluding the use phase, is neutralized through the EthioTrees reforestation project promoted by Davines.

LIQUID SPELL

Reinforcing bodifying fluid



LIQUID SPELL
50 ml | 125 ml

Liquid Spell is our special ally for sensitized or fine hair that needs strength and extra body. With each application, hair regains its original health and shine. Liquid Spell's precious liquid formula turns into a rich mousse that visibly transforms the quality of the hair fiber. The bottles are made from post-consumer recycled plastic. All the materials used for the packaging of this line are fully recyclable.

STYLING PRODUCTS

MORE INSIDE

Designing creative styling

“more inside” is a range of specific yet versatile products that can be used on their own or mixed and layered together. They are formulated to enhance styling and finishing performance. Each product provides hydration to hair, ensuring a long-lasting effect. The result is defined, bouncy hair without any product residue. With the distinctive paper wrapping around products containing a message inside, each product stands out in its own unique way. All bottles of the more inside line are made from bio-based PE, a plastic obtained from sugarcane which is a vegetal renewable source, and the wrapping paper is FSC Recycled Certified. All the materials used for the packaging of this line are fully recyclable.



BOUCLÈ BIOWAVING SYSTEM

Waving system

Bouclè Biowaving System is a gentle waving system suitable for any hair type. Particularly suitable for fragile, damaged hair. Ensures soft curls with a natural effect and long-lasting bounciness and volume.



BALANCE CURLING SYSTEM

Perm system

Balance Curling System is a perm system suitable for any kind of hair (normal, coloured and damaged). For uniform, shiny and soft curls from roots to ends.



RETAIL PRODUCTS

SU/

Hair and body sun care

SU/ is a range of products with moisturizing and antioxidant properties to protect hair and skin from the damage of free radicals caused by exposure to the sun, sea and environmental factors. Each formula is made with high percentages of natural ingredients that are easily biodegradable to minimize the environmental impact and combine sustainability with exceptional results.

The bottles used for the hair & body wash and all the tubes are made from bio-based PE, a plastic from sugarcane which is a vegetal renewable source. The bottle of the hair milk, instead, is made from 98% post-consumer recycled plastic. All the materials used for the packaging of this line are fully recyclable.



HAIR REFRESHER

Dry shampoo

Hair Refresher is a dry shampoo that absorbs excess sebum, leaving hair clean and hydrated. It does not leave residue and it does not weigh hair down. Suitable for all hair types for a quick refreshing cleanse.

With natural active ingredients like rice flour, having highly hydrating and absorbent properties.





DAVINES UNIVERSE

TOM CONNELL



"I BELIEVE THIS APPROACH TO UNIQUENESS IS PERFECTLY CONSISTENT WITH DAVINES AND I ALSO WANT TO BRING THIS CONCEPT TO THE NEW DAVINES COMMUNITY TO ENABLE STYLISTS TO EVOLVE AND NOT JUST REPLICATE A CUT OR COLOUR. I WOULD LIKE THEM TO LEARN A METHOD OF SEEING THINGS WITH THEIR OWN EYES, CREATING SOMETHING UNIQUE".

DAVINES HAIR ART DIRECTOR

Tom Connell is a young, talented and very passionate hairstylist, dedicated to exploring and experimenting with anything that can be done with hair. In his work, attention is focused on the creative process to achieve unique, top-level results.

His creative process starts by analyzing the context. Indeed, he says that he always carries something with him to jot down what catches his attention: a haircut that he saw while walking in the street, a piece of furniture, a clip from a film.

He goes over his notes once a month to see the connection between things and to start developing his ideas. There is no standard formula for Tom: cut and colour are always perfectly balanced. At times it's the cut that leaves space for colour; other times, the colour is the backdrop and the cut is in the foreground.

His style consists of unique pieces, individual identities that have their own story outside the concept of fashion and thus always have a contemporary feel, entirely in line with

Davines' style. The combination of Davines' image, its way of communicating and its commitment to environmental and social sustainability struck a chord with Tom, forging this new professional path. His support will promote the brand's style identity. He will also be supervising and helping develop products and company projects.



SHOPPING SPACE

Matteo Thun

MATTEO THUN & ANTONIO RODRIGUEZ
MILANO | SHANGHAI



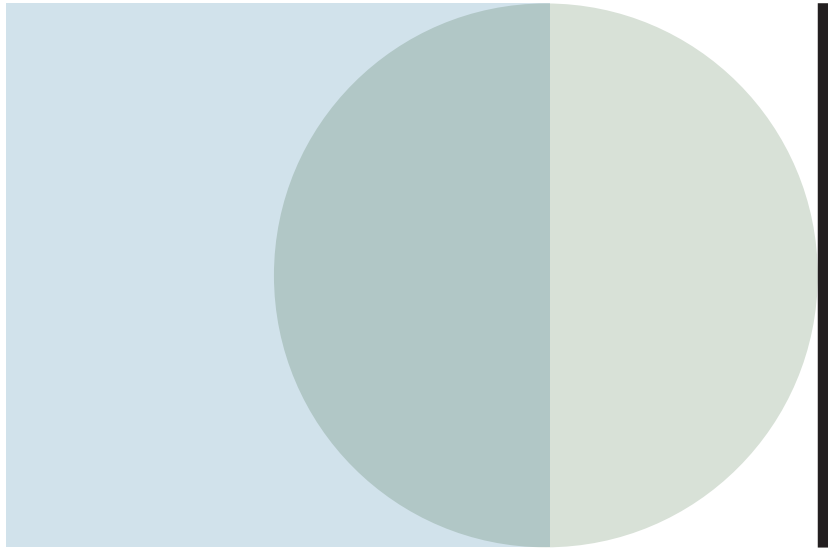
SHELVING DESIGN CONCEPT

Dimensions:
90 X 180 X 30 cm; 35.45 X 70.87 X 11.81 inch

The shelves are available in the following materials:
transparent reinforced glass,
brown solid wood,
grey solid wood.

KIT OF 2 CONNECTING SHELVES

Dimensions of shelves:
55 X 30 cm; 21.65 X 11.81 inch



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