



**SALON
PRESENTER**

davines





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OUR VALUES



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.

2004-2007

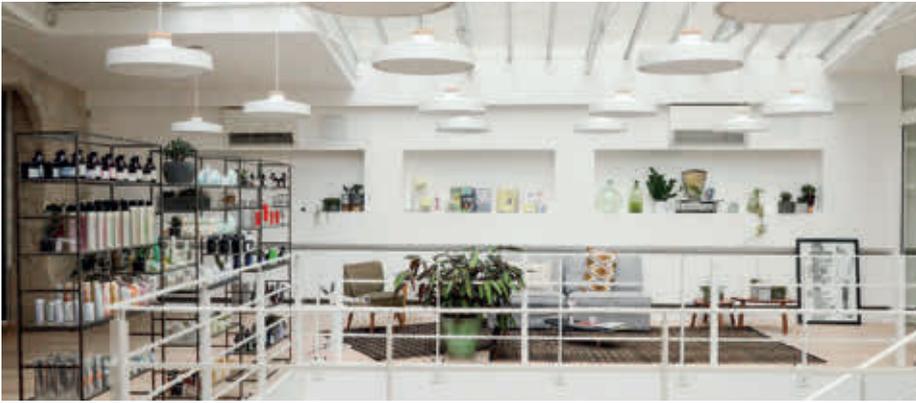
Davines becomes an international brand and branch offices are opened in London, Paris, Mexico City and New York.

2010

Davines Academy opens in London.

2013

Davines Academy opens in Paris.



Paris, France



New York, USA



Hong Kong, China



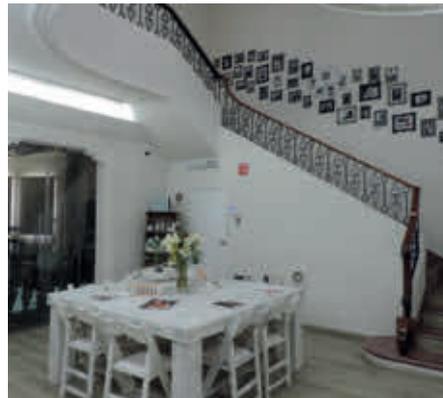
Deventer, Netherlands



Parma, Italy



London, UK



Mexico City, Mexico

2014

Opening of the new branch in Deventer, Netherlands.

2016

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

2018

Davines Village opens.

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.

2017

The packaging of all of Davines' lines is carbon-neutral, i.e. the carbon dioxide generated by the production of the packaging is compensated with reforestation projects.

2019

The new branch in Hong Kong was opened and Davines became a Benefit Corporation.



CARTA ETICA

NEW BLOSSOMING

“Davines does not aim at being the biggest company in the world, but it can be the most beautiful and ethical one thanks to everyone’s commitment” – Davines S.p.A president Davide Bollati speaking to employees at the 2006 general meeting during which the Carta Etica was shared.

The Ethics Charter is a collection of our current, and wished for, ethical values, which helps us to reflect and adhere to a transparent and clearly-outlined code of conduct. It allows us to apply ethical principles to our everyday activities, thus contributing to the well-being of all, in both our professional and personal lives.

Written in 2005 by members of the Davines and [comfort zone] teams, with the contribution of philosopher Alberto Peretti, it does not contain

rules or instructions, but rather proposals and suggestions for a fair ethical conduct at work to ensure a better quality of life for all. In 2017, the importance of sharing a set of values that guide and inspire employees led us to this new approach, again under the guidance of Prof. Peretti and with the involvement of our international branch offices. This extraordinary process of ethical reflection and discussion is not intended as a second edition of our previous Code, but rather as an evolution of the company’s ethical principle. We draw inspiration from the old philosophy that brings “beauty” close to “good,” which has informed our fundamental definition and vision of both. This concept has continued to inspire our corporate life, products and services, and relationships with suppliers, partners and customers.

In Davide Bollati’s preface in the New Blossoming of the Charter in 2018, he reflects on the changes that Davines has undergone in the last 13 years: “Today, Davines’ renewed motivation is no longer to become the most beautiful company in the world, but the most beautiful one for the world. From now on, meritocratic competition at Davines will focus on values such as generosity, inclusiveness and positive impact for the planet, values in line with the principle of interdependence we committed to as a B Corp.”

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 of 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 aware 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 HOME OF SUSTAINABLE BEAUTY

The Davines Village is our new headquarters just outside Parma. Designed by the MTL studio run by renowned 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. These are expressed through the design via advanced sustainable technical construction solutions, as well as by the choice of glass and wood as the primary 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 workstation with a view of the green areas. Preference has been given to natural materials.

THE GREEN AREAS

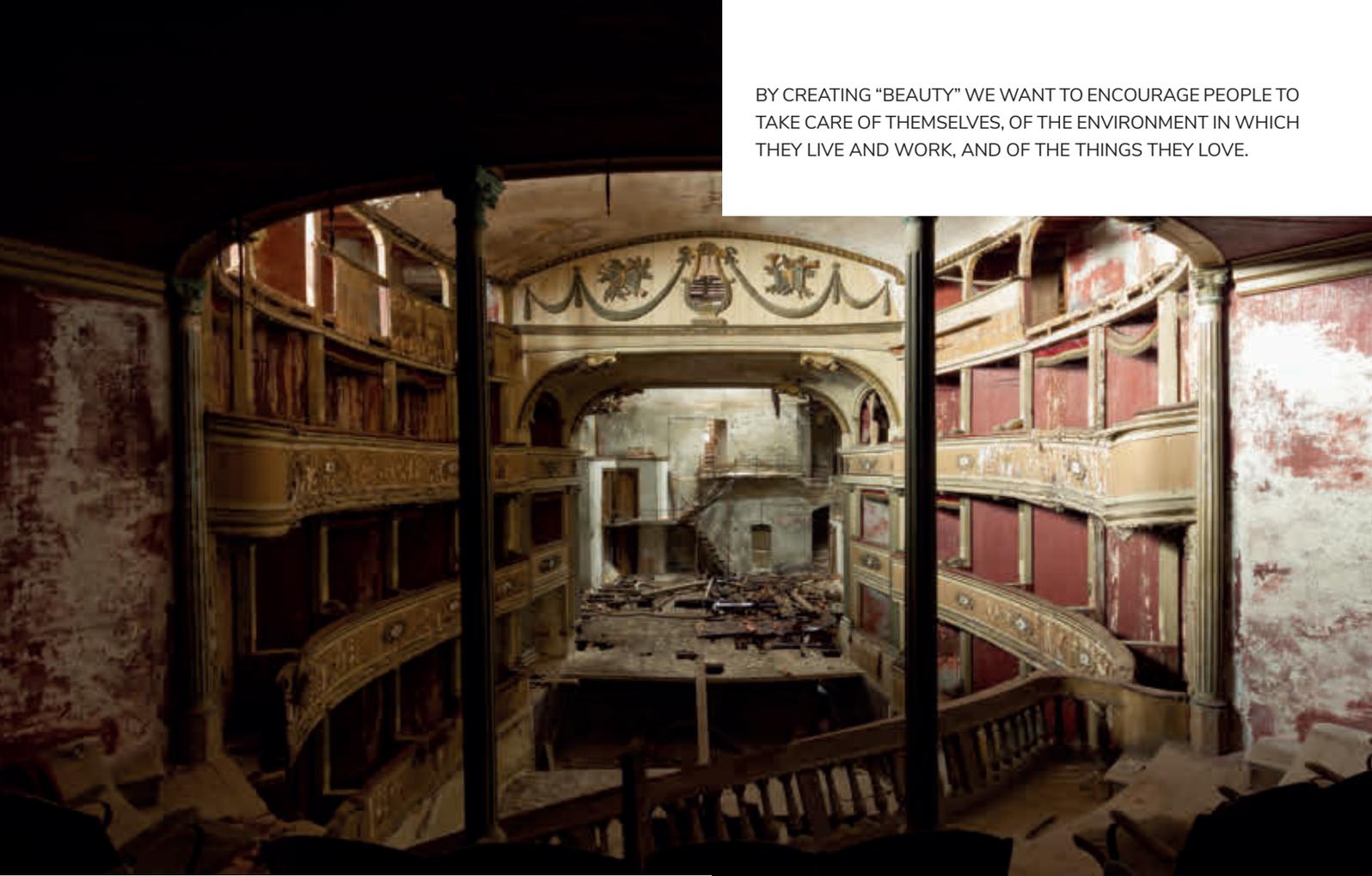
Green is the common denominator of the project. Developed to be in constant interaction with the architecture, the beauty of the green areas evolves through the year, as do the two internal courtyards, the scientific botanical garden, a large garden surrounding the buildings, and the

Green Kilometre.

The scientific botanical 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.

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.



SUSTAINABILITY PROJECTS

I SUSTAIN BEAUTY

We believe that beauty can make the world a better place, visible through the change radiated by small acts. The pursuit of beauty is an aspirational value that elevates humanity, one written in our identity and brought to life in our company every day through the creation of products and projects. With this campaign we want to give an even broader expansion of our values, embracing a broader definition of beauty.

The campaign is a callout for the entire Davines and [comfort zone] communities to help promote or protect beauty, with the goal of making the world a better place by generating projects supporting the areas of art, society and the environment.

During the first two editions more

than 170 projects were collected, with contributions coming in from many countries all over the world.

The second edition resulted in a shared first prize; Mondays at Racine, a project from the US from Racine Salon & Spa that provides support for cancer patients through cosmetic and aesthetic therapies together with our second winner; Fiumi D'acqua Viva Onlus. This non-profit organization founded by the Italian company Ewa Beauty Spa which created a local youth club with the purpose of resolving issues related to integration, bullying and anorexia, located inside the spa's garden. The third edition of the campaign culminated at the World Wide Hair Tour 2018, when the international winner was awarded €10,000 worth of materials and equipment.

Can beauty save the world? We believe so, if we continue to support it.

For more information and to share your special project, please visit:
www.isustainbeauty.com



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.

OUR RESEARCH CHARTER IS THE DOCUMENT THAT BRINGS TOGETHER THE GUIDELINES THE DAVINES RESEARCH LAB DRAWS INSPIRATION FROM TO CREATE EFFECTIVE FORMULAS IN LINE WITH OUR IDEAL OF SUSTAINABILITY.





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 offset emissions resulting from the production 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.

We have a long-standing principle of offsetting carbon dioxide emissions from the production of packaging for many of our lines with reforestation and woodland protection projects.

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 2019, 55.7% of materials used for our packaging (primary, as well as secondary and tertiary) were bio-based plastic (26.3%) and recycled plastic (29.4%); with a decrease of almost 12% in virgin plastic since 2018.



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 do not release carbon dioxide.

With the initiative called '*Saloni ad Energia Elettrica Rinnovabile*' [*Salons using Renewable Electrical Energy*], we invite Davines salons to choose this kind of energy supply. Those who choose us show an environmental sensibility that should be strengthened to offer customers not just products, but services entirely in line with sustainability values.



PACKAGING
A CO₂ COMPENSATA
PACKAGING NEUTRE EN CO₂



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 offsets 100% of:

- all CO₂ emissions related to the production of 100% of the packaging of its products for the Davines, Comfort Zone and Skin Regimen brands;
- all CO₂ emissions related to its production site in Parma, where the Group’s products are made;
- the CO₂ emissions of all Davines Group branches worldwide.

With EthioTrees project, the Davines Group supports the regeneration of land and forests in Ethiopia, offsetting the CO₂ emissions deriving from our production, whilst at the same time helping local rural communities have easier access to drinking water.

The northern plateau of Ethiopia is at risk of desertification 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.

Part of the funding is also used for social purposes, mainly for the expansion of rainwater collection basins for the village water supply, so that the villagers no longer need to walk over 5 km to get their daily drinking water.

Training is also carried out for activities such as beekeeping, incense gathering and extraction, from which related craft productions can follow.

By increasing the know-how, the effectiveness and the quality of these products, the trade results have increased, consequently improving the revenue of the community in these villages.

The EthioTrees project provides for the involvement of women in the project to carry out the activity and manage the reforestation, to also ensure gender equality education.



B CORP

A certified Benefit Corporation, or B Corp, is a new type of company that aims to redefine the concept of a successful business and compete to become not only the best company in the world but also the best “for” the world. B Corps strive to achieve the highest standards of social and environmental transparency and accountability, with the purpose of using their power in business to solve environmental and social problems.

The B Corp movement is inspired by the same principles that motivate the Davines Group, founded on the idea of reconciling successful business activities with a maximised positive impact on the world we live in, and therefore also on our staff, the community in which we operate, our suppliers, customers and the environment.

As all companies interested in joining the B Corp movement, Davines has been evaluated by a certifying body on five thematic areas: governance, people, community, the environment and customer, reaching the score required for certification.

Certified



Corporation

BENEFIT CORPORATION

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

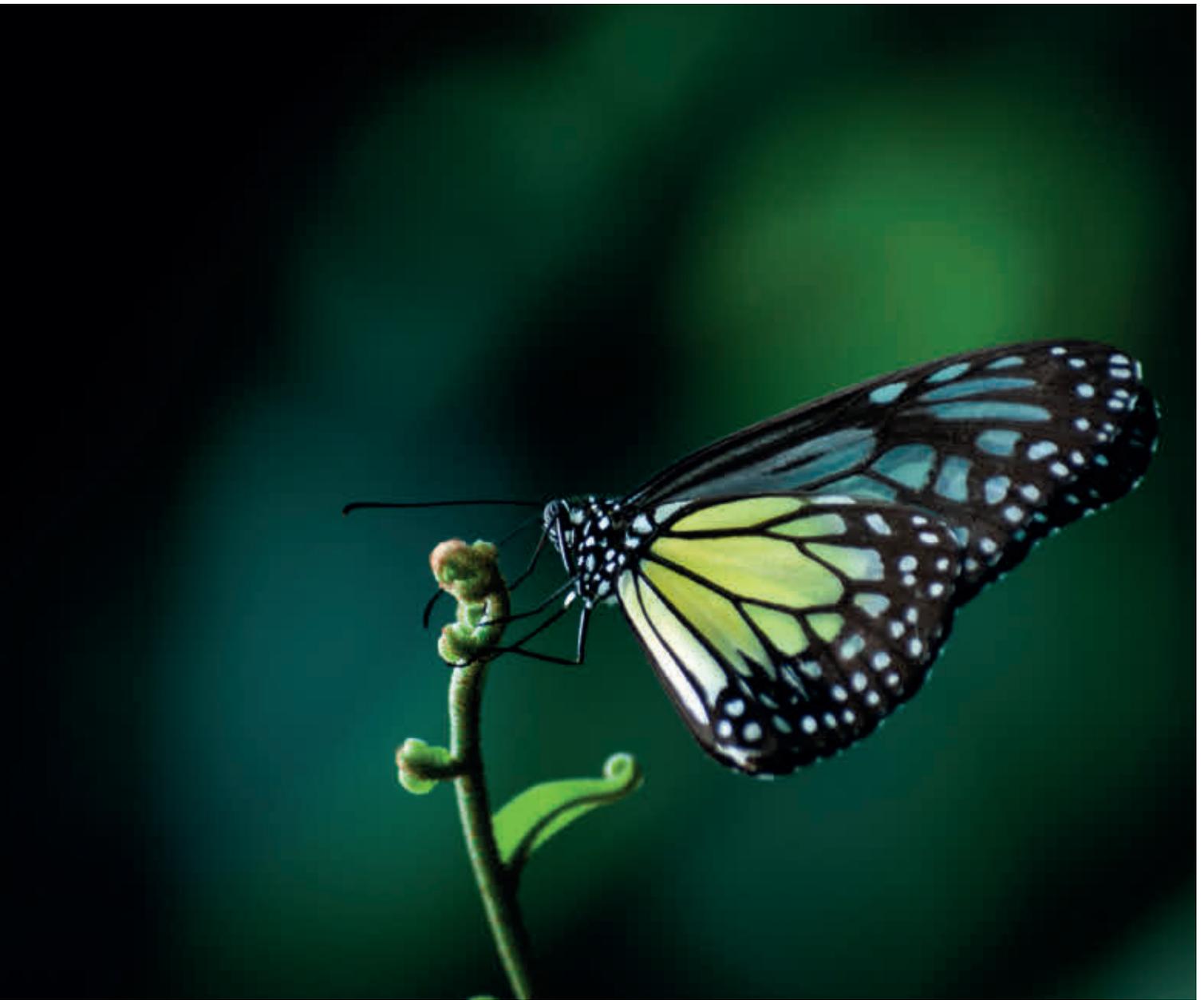
Benefit Corporation is a legal status that redefines the purpose of the companies that choose to join, not just in theory but also by legal terms.

While traditional companies exist with the sole purpose of distributing profits to shareholders, Benefit Corporations are an expression of a desire to do more; they make it their objective to not only make a profit but also having 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.

Davines has decided to take this path in a global way and therefore Davines S.p.A has changed its by-laws to Società Benefit, and Davines North America too has become a Benefit Corporation. All other branches 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.



SUSTAINABILITY REPORT

As a celebration and further enhancement of our commitment to our B Corp certification, we are now 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 aligned with The United Nations' Sustainable Development Goals. The initiatives described cover a wide range of activities – environmental, social and economic sustainability – and the results obtained to benefit our stakeholders: clients, suppliers, distributors, collaborators and the community. When we talk about people, at Davines we support the well-being of our employees in the world, promoting diversity and in-

clusion, gender equality, high quality of life and professional growth. Similarly, at Davines we care 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.





OUR PRODUCTS



MASK WITH VIBRACHROM™

CONDITIONING COLOURING SYSTEM

Mask with Vibrachrom™ is an innovative permanent cream-based colouring system using technology that is unprecedented in the cosmetics world, giving hair intense conditioning power and extraordinarily shiny, long-lasting colour, by penetrating more evenly into the hair structure.

FORMULAS WITH VIBRACHROM

Vibrachrom is an innovative technology created in Davines' Research Labs 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.

CONDITIONED AND AMAZINGLY SHINY HAIR

Mask with Vibrachrom™ gives amazingly vibrant, bright and long-lasting colour, as well as excellent conditioning effects.

A COMPLETE, SIMPLE AND FLEXIBLE SYSTEM

By mixing natural bases with Mask with Vibrachrom™ reflect shades, stylists can customise their colour formulas and completely cover white hair, even in the most difficult cases like, for example, 'salt and pepper' hair. With Mask with Vibrachrom™ you can also change reflects, darken and lighten up to three levels, or four levels by using the 000 lightening booster and even five levels with Extralifts.

Only having one mixing ratio and a single processing time for Mask with Vibrachrom™ simplifies and facilitates the work of the colourist.

COMFORTABLE APPLICATION

Mask with Vibrachrom™ provides a very gentle colouring service and a pleasant scent that neutralises the perception of ammonia.

ART IS NOT JUST DEFINED BY THE WORKS WE SEE IN MUSEUMS, BUT SHOULD BE CONSIDERED EXISTENT IN EVERY PERSONAL EXPRESSION. IT IS HIDDEN IN WHAT IS DONE, NOT HOW. IT'S A STATE OF BEING THAT GOES BEYOND THE CONVENTIONAL APPROVAL OF ART; IT IS SOMETHING WE ALL HAVE ACCESS TO INSIDE OURSELVES. COLOUR IS THE JOYFUL EXPRESSION OF OUR ANCESTRAL SPIRIT. MASK WITH VIBRACHROM™ IS OUR TRIBUTE TO ART.



SUSTAINABLE PACKAGING

The environmental impact of the production of the packaging for Mask with Vibrachrom™ is 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.

108 SHADES / 12 FAMILIES

Naturals - Intense Naturals - Warm Naturals - Ash Naturals - Warm Browns - Cool Browns - Warm Reds - Cool Reds - Warm Blondes - Cool Blondes - Extralifts - Booster 000



MASK WITH VIBRACHROM™
100 ml



A NEW COLOUR

AMMONIA-FREE COLOURING SYSTEM

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.

AMMONIA-FREE FORMULAS WITH NATURAL ANTIOXIDANTS

The formulas have carotenoids and melanin derived from plants that counteract free radicals and have antioxidant properties. Formulas are ammonia-free to ensure an odourless application, providing comfort both for the stylist and the customer.

A SIMPLE, COMPLETE AND FLEXIBLE SYSTEM

The system provides perfect coverage

of grey hair and lets you darken and lighten hair up to three levels and easily change reflects. Thanks to the creamy formula, it is very easy to mix and apply and does not drip during application.

SHINY AND LONG-LASTING COLOUR

Metasilicate, which is part of the cream base, is a natural and biodegradable powder rich in silica. Thanks to its high refractive index, it ensures long-lasting colours that are shiny and bright.

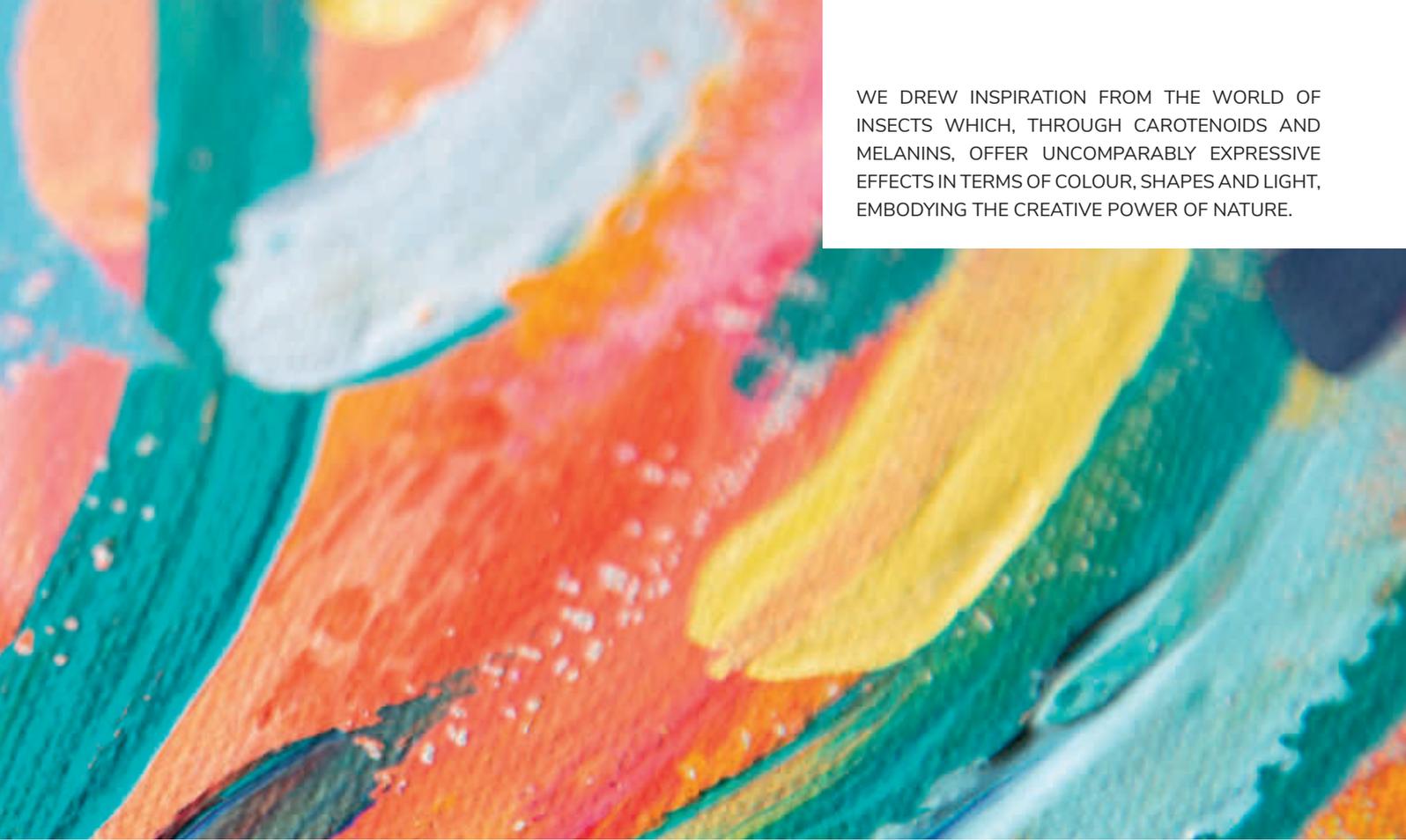
HYDRATED HAIR WITH MULTIFACETED COLOURS

A New Colour preserves hair thanks to its gentle formulas with emollient and moisturizing substances like castor oil and carnauba wax. The result is soft hair with intense, velvety colours.

70 SHADES / 13 FAMILIES

Natural - Intense Natural - Ash - Warm Natural - Golden - Brown - Copper - Red - Mahogany - Sand - Violet Irisé - Pure Colour - Booster 000

WE DREW INSPIRATION FROM THE WORLD OF INSECTS WHICH, THROUGH CAROTENOIDS AND MELANINS, OFFER UNCOMPARABLY EXPRESSIVE EFFECTS IN TERMS OF COLOUR, SHAPES AND LIGHT, EMBODYING THE CREATIVE POWER OF NATURE.



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



VIEW

DEMI-PERMANENT COLOUR SYSTEM

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 preserve hair, strengthening it with repeated use.

DELICATE COLOURING

The line consists of 49 shades made with 88-93% natural ingredients, which are also 95-99% biodegradable. The products are enriched with natural polyglycerols, which have never before been used in the world of hair-care and colour. These are emulsifiers derived from olive oil, obtained from renewable and biodegradable sources, which give extreme shine to colour, a strong nourishing and moisturising action, as well as elasticity and body to hair.

EASY AND FLEXIBLE SERVICES

View is a versatile system and extremely easy to use. It can be applied both to dry and towel-dried hair, without lightening natural melanins, to:

- colour natural hair, previously bleached or lightened;
- ensure a uniform cosmetic colour, refreshing the lengths and ends;
- disguise the first grey hair (up to 50%);
- offer a shine-enhancing service with the Gloss.

SUSTAINABLE PACKAGING

All bottles, including Gloss, are made from recycled plastic, to ensure lower environmental impact for the packaging.

A VIEW IS A PERSPECTIVE, AN OPINION, A PERSONAL SCENARIO THAT WE ARE ENCOURAGED TO DECLARE, FOLLOW AND, IF NEEDED, CHANGE, IF WE CHANGE OUR MIND. A TRIBUTE TO INDIVIDUALITY, TO TALENT THAT – COMBINED WITH THE PASSION FOR COLOUR – CREATES EXTRAORDINARY RESULTS, JUST LIKE MUSIC AND THE LOVE FOR DANCING CAN CREATE THE HIGHEST FREEDOM OF EXPRESSION.



VIEW COLOUR
60 ml



VIEW GLOSS
500 ml



FINEST PIGMENTS

NATURAL DIRECT COLOUR

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 natural colouring system that is quick and easy to use. Available in 14 shades that can be mixed together, as well as Finest Gloss.

GENTLE AND NATURAL FORMULAS

Finest Pigments is formulated with ingredients from natural origin. With their strong antioxidant power, natural pigments enhance and preserve hair's reflects and protect its structure. Ammonia-free.

QUICK AND EASY SERVICE

Finest Pigments can also be used on hair the same day as any other colour, perm or chemical straightening service is applied. Direct colouring is quick and flexible. All the shades can be used on their own or mixed together.

FIRST-TIME COLOURING

This is an ideal alternative for those who are colouring their hair for the first time, as it involves a gradual and natural change of shade. The effect gradually fades in 8-10 washes.

GUARANTEED SHINE

Finest Gloss can be used on its own to provide extraordinary shine to hair or mixed with all Finest Pigments shades to change their intensity. Excellent to colour highlights and create intense reflects and creative solutions on bleached hair.

SHINY AND PROTECTED HAIR

Natural pigments have a strong antioxidant action by enhancing and preserving hair reflects, while protecting its structure.

14 SHADES & GLOSS

Dark Brown - Brown - Light Brown - Dark Blond-Blond - Light Blond - Very Light Blond - Ash - Pearl-Sand - Golden - Copper - Red - Mahogany - Gloss

SUSTAINABLE PACKAGING

The bottles are made from recycled plastic for a lower environmental impact.

CHEMISTRY THAT EXPLORES MATTER IN ORDER TO UNDERSTAND IT AND CONTROL IT. THE TALENT OF A CHEMIST LIES IN THE ABILITY TO EXTRAPOLATE NATURE BY PURIFYING IT AND TURNING IT INTO INTELLECT, SCIENCE AND CRAFTSMANSHIP WITH AN HONEST AND RESPECTFUL APPROACH.



FINEST PIGMENTS
280 ml



THE CENTURY OF LIGHT

NEWLY-CONCEIVED BLEACHING SYSTEM

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.

A PREMIUM EXPERIENCE FOR COLOURISTS AND CLIENTS

“Everything is possible through science and care” is our mantra. For us, everything freely and ethically conceived through science represents The Century of Light. Thanks to the deeply held respect for scientific research, the Davines’ Research and Development Laboratories have conceived the Hair Protective Booster*, that strengthens and protects the hair fibre when bleaching.

*First Davines haircare patent (patent pending), a special blend of maleic acid and liposol maleate.

Progress, premium multipurpose bleaching powder, for partial or total bleaching, accurate and reliable results whilst fully respecting the hair structure.

Liberty, bleaching powder for free-hand lightening techniques, the ideal support for the colourist’s creative skills.

Tolerance, lightening oil without ammonia and dermatologically tested, for light and delicate lightening, even on scalp.

SUSTAINABLE PACKAGING

The packaging of The Century of Light reflects the Davines’ sustainability effort, as the two powders are packaged in a recycled plastic jar, while the lightening oil in a bottle of green plastic, made from plant-based and renewable sources, fully recyclable.

ENLIGHTENMENT, THE MOVEMENT THAT INSPIRED OUR 'THE CENTURY OF LIGHT', WAS CHARACTERIZED BY PROGRESSIVE AND SCIENTIFIC THOUGHT, FREE FROM THE DOCTRINES, SUPERSTITIONS AND PRINCIPLES OF THE PAST. OUR GOAL IS THE SCIENTIFIC FREEDOM OF THE ENLIGHTENMENT: EVERYTHING IS POSSIBLE THROUGH SCIENCE, IF APPLIED WITH RESPECT FOR PEOPLE, THEIR NEEDS AND THEIR VALUES.



LIBERTY
450 g



PROGRESS
800 g



TOLERANCE
900 ml



ON PROTECTION

HAIR PRESERVING CONCENTRATE

ON PROTECTION is a liquid additive with strengthening, anti-oxidant and anti-free radical properties designed to guarantee the beauty and integrity of treated hair.

FUNCTIONALITY AND FLEXIBILITY

- A valuable partner during technical services (bleaching, colouring and perms), to protect hair against any oxidative damage that may lead to brittle and broken hair.
- A strengthening beauty treatment for hair to protect against oxidative damage and colour fading due to UV rays, revitalising treated and sensitised hair.

The selected active ingredients fully preserve the hair quality, which is protected, soft, shiny and bouncy. It works not only to prevent damage, but also reduce and repair it. Extended use significantly improves the hair condition and guarantees extra colour protection.

FORMULA WITH HAIR PROTECTIVE BOOSTER

On Protection acts thanks to the Hair Protective Booster*. It protects colour and has an antioxidant effect, developed by Davines' Research and Development Laboratories. Hair Protective Booster* has a dual function:

- it strengthens and protects the hair fibre, creating new bonds within the keratin structure
- it has an effective antioxidant and protective action on colour.

*First Davines haircare patent (patent pending), a special blend of maleic acid and liposol maleate that strengthens and protects the hair fibre when bleaching.



ON PROTECTION LITERALLY MEANS "EVERYTHING ABOUT PROTECTION" TO HIGHLIGHT DAVINES SCIENTIFIC APPROACH, ROOTED IN A SPECIFIC KNOW HOW, IN THE CULTURE, CREDIBILITY AND PROFESSIONALISM WE APPLY TOWARDS DESIGNING AND OFFERING SOLUTIONS FOR OUR CLIENTS, WITH PRODUCTS THAT MEET THEIR NEEDS.



SUSTAINABLE PACKAGING

The bottle is made of plastic derived from plant and renewable sources, a material that helps reduce the environmental impact.



ON PROTECTION
500 ml

WE DRAW INSPIRATION FROM THE WHOLE UNIVERSE, BUT WE ALSO LIKE PRACTICAL AND EFFECTIVE SOLUTIONS, LIKE THE ONES THAT SIMPLIFY WORK IN THE SALON AND REDUCE THE NUMBER OF ITEMS IN STOCK.

ACTIVATOR

ACTIVATORS FOR TECHNICAL SERVICES

Activator is a crossover range of activators to use with Mask with Vibrachrom™ colouring system, the View demi-permanent colour (only 10 vol) 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%).

CROSSOVER RANGE

Activator is suitable for use with both Mask with Vibrachrom™, View and The Century of Light, optimising both space and investment in the salon.

EFFECTIVE FORMULAS

The formulas are well-balanced and guarantee high penetration of colour into the hair for a long-lasting effect.

HEALTHY AND SHINY HAIR

The formulas have emollient and protective agents that leave hair soft and shiny.

FUNCTIONAL PACKAGING

The bottle has been reduced in both height and thickness in order to use less plastic.



ACTIVATOR
5 - 10 - 20 - 30 - 40 VOL.
900 ml



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 highly biodegradable and natural formulas, with a high concentration of direct pigments. Available in six shampoo and conditioner duos; silver, red, copper, chocolate, golden and tobacco.

NATURALLY BEAUTIFUL COLOURS

Formulas are highly sustainable and free from silicones, combining cosmetic performance with the quality of carefully selected ingredients respecting both man and the environment.

OUR INVITATION TO EXPERIMENT

Alchemic gives free rein to experimentation without a permanent effect. The six shades can be diluted, intermixed or used separately as desired.

HAIR RICH IN REFLECTS

Alchemic is formulated to revive your natural colour, to preserve the intensity of the cosmetic colour or to counteract unwanted reflects, even on grey or salt & pepper or platinum blonde hair.

SUSTAINABLE PACKAGING

The Alchemic bottles and jars are made of recycled plastic for the lowest possible environmental impact.

THE WORD ALCHEMIC IS LINKED TO ALCHEMY, AN ANCIENT SCIENCE BASED ON CHEMISTRY, THE OBSERVATION OF NATURE, KNOWLEDGE OF PLANTS, PHILOSOPHY AND GEOMETRY. THE ALCHEMIST WAS CONSIDERED A DEITY WITH THE POWER TO TRANSFORM NEW SUBSTANCES AND MATERIALS IN THE EXISTING WORLD.



SILVER SHAMPOO
280 ml
1000 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



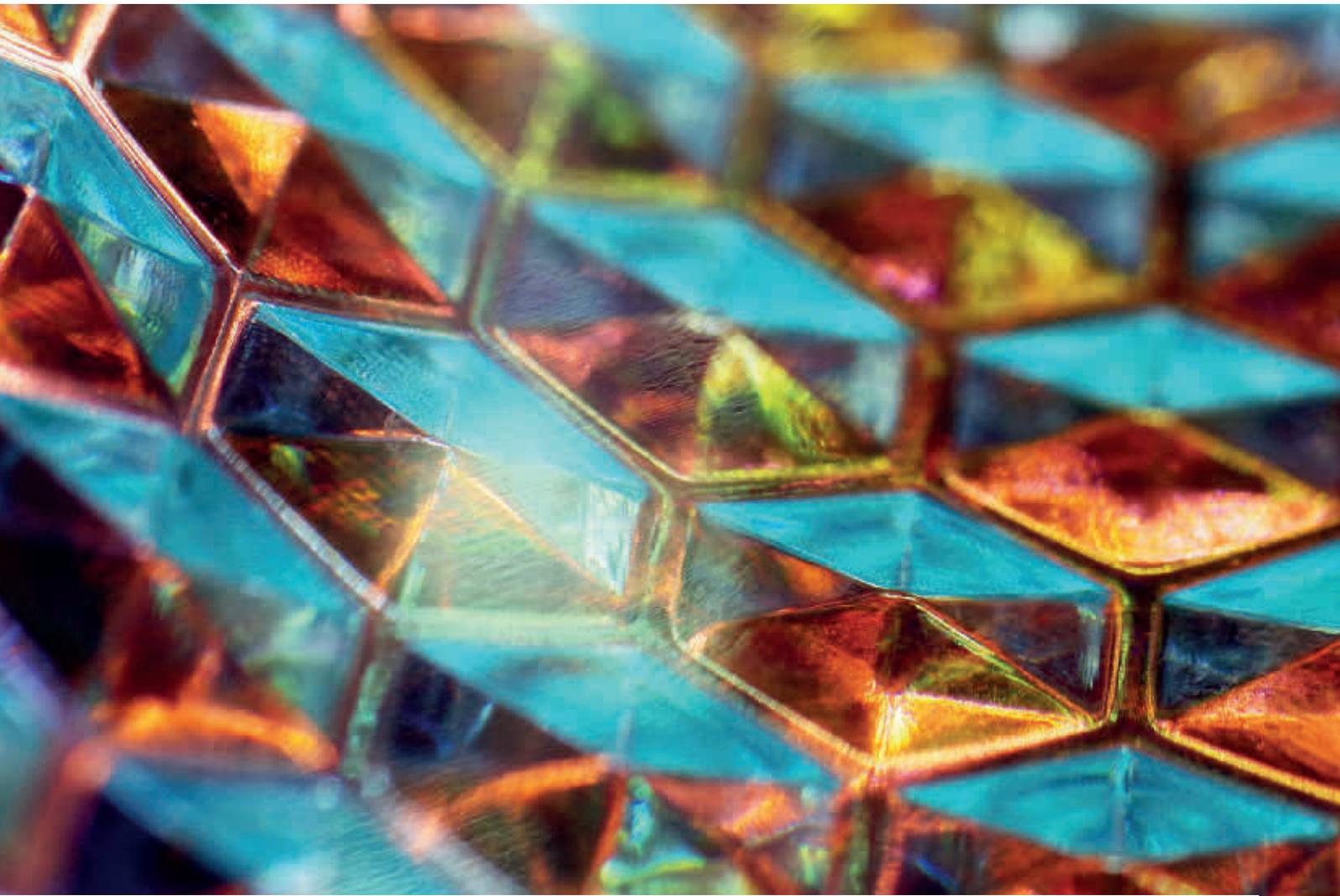
RED CONDITIONER
250 ml



TOBACCO SHAMPOO
280 ml



TOBACCO CONDITIONER
250 ml



ALCHEMIC CREATIVE CONDITIONER

TEMPORARY COLOURING SYSTEM

Alchemic Creative Conditioners, highly biodegradable and natural formulas with a high concentration of direct pigments. Formulated to create or enhance tones from vivid to pastel on light blondes (above level 8) while simultaneously conditioning the hair. Available in five shades: coral, pink, lavender, marine blue, teal.

NATURALLY BEAUTIFUL COLOURS

Formulas are highly sustainable and free from silicones, combining cosmetic performance with the quality of carefully selected ingredients respecting both man and the environment.

OUR INVITE TO EXPRESS CREATIVITY

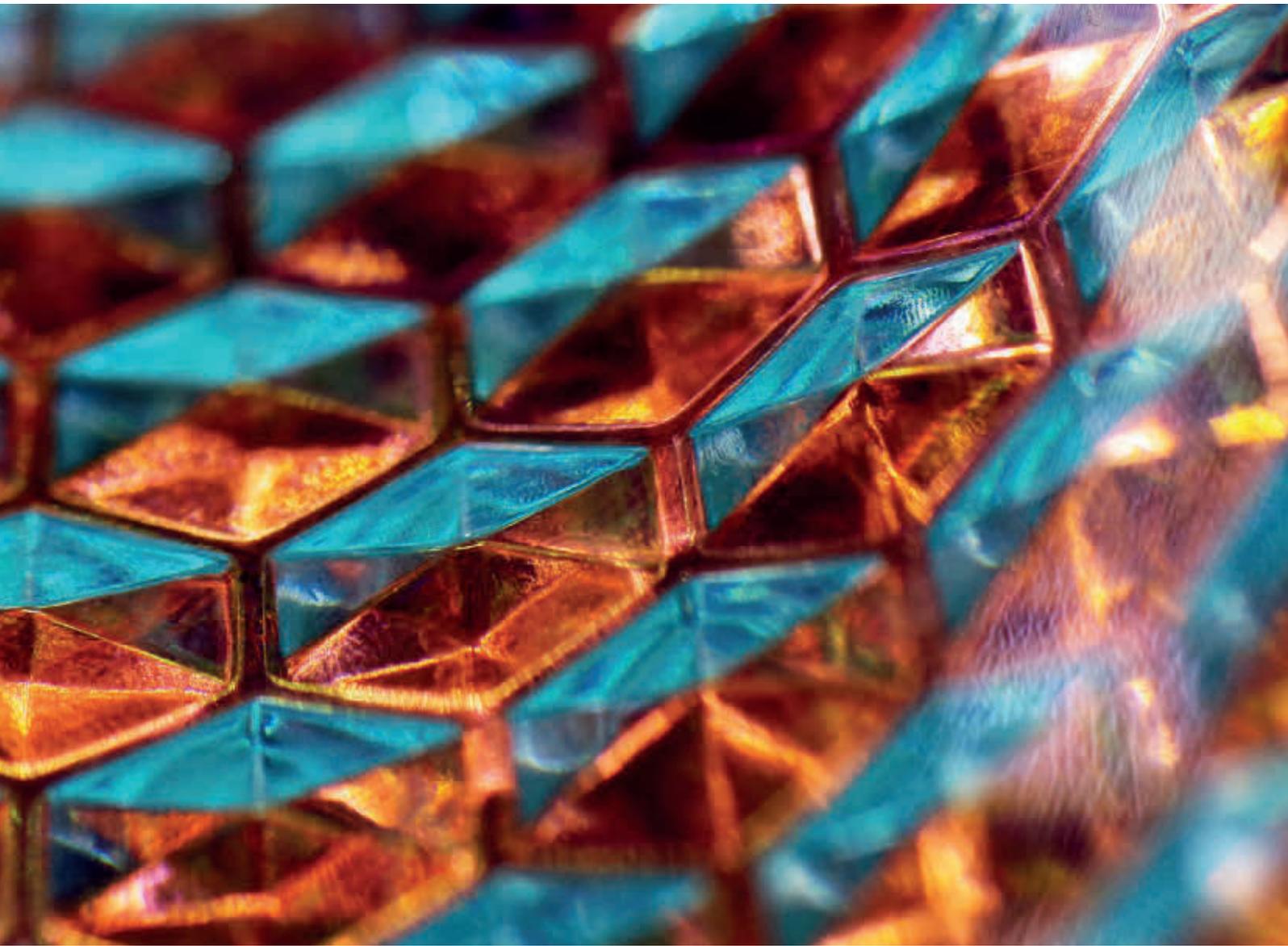
Alchemic Creative Conditioners give free rein to colour creativity without a permanent effect. The five shades can be used separately, mixed together or diluted to achieve results ranging from intense to pastel.

THE PERFECT ARTISTIC TOOL

Alchemic Creative Conditioners are formulated to achieve creative, colourful looks on light blonde to platinum blonde hair while providing a conditioning effect.

SUSTAINABLE PACKAGING

The Alchemic jars are made of recycled plastic for the lowest possible environmental impact.



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



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.

SUSTAINABLE FORMULAS

Essential Haircare is made with high percentages of natural ingredients that are easily biodegradable to minimise the environmental impact.

HIGH-PERFORMING AND SPECIFIC FORMULAS

Each range meets the specific needs of different hair types and offers an immediate cosmetic treatment.

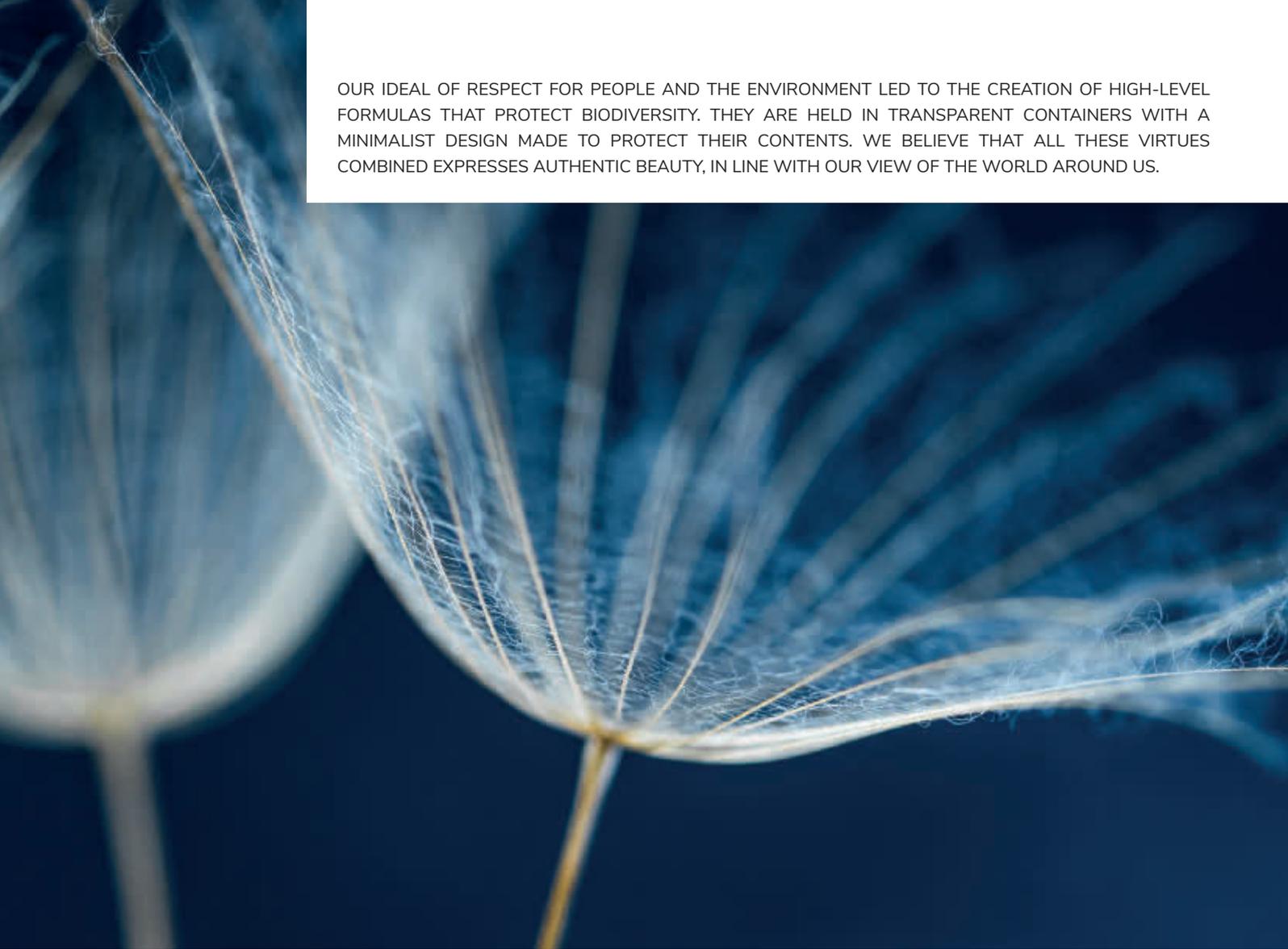
PROTECTING BIODIVERSITY

The products in each family contain an active ingredient from the Slow Food Foundation Centre for Biodiversity. Each family's ingredient has its own story, face and name from those who cultivated them with personal care and dedication. The Centres are maintained by producers who work to preserve and maintain traditional products that are at risk of extinction, with the aim of protecting unique plant species, local traditions and craftsmanship.

ESSENTIAL DESIGN AND SUSTAINABLE PACKAGING

The bottles used for the Essential line are made with plastic called bio-based PE, from sugarcane which is a renewable source. All Essential line packaging is fully recyclable.

OUR IDEAL OF RESPECT FOR PEOPLE AND THE ENVIRONMENT LED TO THE CREATION OF HIGH-LEVEL FORMULAS THAT PROTECT BIODIVERSITY. THEY ARE HELD IN TRANSPARENT CONTAINERS WITH A MINIMALIST DESIGN MADE TO PROTECT THEIR CONTENTS. WE BELIEVE THAT ALL THESE VIRTUES COMBINED EXPRESSES AUTHENTIC BEAUTY, IN LINE WITH OUR VIEW OF THE WORLD AROUND US.



MINU/
ILLUMINATING AND
PROTECTIVE ACTION FOR
COLOURED HAIR



**MINU/
SHAMPOO**
75 ml | 250 ml
1000 ml | 5000 ml



**MINU/
CONDITIONER**
75 ml | 250 ml
1000 ml | 5000 ml



**MINU/
HAIR MASK**
75 ml | 250 ml | 1000 ml



**MINU/
HAIR SERUM**
150 ml

NOUNOU/
NOURISHING ACTION FOR DAMAGED OR DRY HAIR



**NOUNOU/
SHAMPOO**
75 ml | 250 ml
1000 ml | 5000 ml



**NOUNOU/
CONDITIONER**
75 ml | 250 ml
1000 ml | 5000 ml



**NOUNOU/
HAIR MASK**
75 ml | 250 ml | 1000 ml

LOVE SMOOTHING/

SMOOTHING ACTION FOR FRIZZY AND UNRULY HAIR



LOVE/
SHAMPOO

75 ml | 250 ml | 1000 ml



LOVE/
CONDITIONER

75 ml | 250 ml | 1000 ml



LOVE/
HAIR SMOOTHER

150 ml

LOVE CURL/

ELASTICIZING AND CONTROLLING
ACTION FOR WAVY AND CURLY HAIR



LOVE/
CURL CLEANSING CREAM

500 ml



LOVE/
CURL SHAMPOO

75 ml | 250 ml | 1000 ml



LOVE/
CURL CONDITIONER

75 ml | 250 ml | 1000 ml



LOVE/
CURL HAIR MASK

75 ml | 250 ml | 1000 ml



LOVE/
CURL PRIMER

150 ml



LOVE/
CURL CREAM

150 ml



LOVE/
CURL CONTROLLER

150 ml



LOVE/
CURL REVITALIZER

75 ml | 250 ml

VOLU/

VOLUMIZING ACTION FOR FINE AND LIMP HAIR



VOLU/
SHAMPOO

75 ml | 250 ml | 1000 ml



VOLU/
HAIR MIST

250 ml

SOLU/

ACTIVE REFRESHING ACTION FOR ALL TYPES OF HAIR



**SOLU/
SHAMPOO**

75 ml | 250 ml | 1000 ml | 5000 ml



**SOLU/
SEA SALT SCRUB CLEANSER**

75 ml | 250 ml

MOMO/

MOISTURISING ACTION FOR DRY
OR DEHYDRATED HAIR



**MOMO/
SHAMPOO**

75 ml | 250 ml | 1000 ml



**MOMO/
CONDITIONER**

75 ml | 250 ml | 1000 ml



**MOMO/
HAIR POTION**

150 ml

MELU/

ANTI-BREAKAGE AND SHINE
FOR LONG OR DAMAGED HAIR



**MELU/
SHAMPOO**

75 ml | 250 ml | 1000 ml



**MELU/
CONDITIONER**

75 ml | 250 ml | 1000 ml



**MELU/
HAIR SHIELD**

250 ml

DEDE/

DELICATE FOR DAILY USE



**DEDE/
SHAMPOO**

75 ml | 250 ml | 1000 ml



**DEDE/
CONDITIONER**

75 ml | 250 ml | 1000 ml



**DEDE/
HAIR MIST**

250 ml



A SINGLE SHAMPOO

OUR BEST UNION OF PERFORMANCE AND SUSTAINABILITY. FOR NOW.

a single shampoo represents our best effort in maintaining professional quality while optimizing sustainability. To do so, we followed the principles of SLCA, Sustainable Life Cycle Assessment, which is a procedure that evaluates all possible impact on natural resources, environment and society during the entire life cycle of a product, from raw materials and production, until use and disposal.

INGREDIENTS

a single shampoo is made of 100% active ingredients of natural origin, along with a unique surfactant derived from the Olivo Quercetano Slow Food Presidium, created by Davines to actively support biodiversity.

The fragrance is 100% natural, as are the preservatives.

Ingredients can also be fully traced back to their country of origin, and the formula is free from colourants, silicones and animal-derived ingredients.

NATURALITY AND BIODEGRADABILITY

The formula is of 95% natural origin and 98,2% biodegradable colourants.

Our definition of “natural origin ingredients” is more restrictive than the industry standard, and allows for no synthetic portion (ie 100% natural origin). This standard furthers our commitment to transparency and maximal sustainability.

SUPERSUSTAINABLE PACKAGING

The bottle is made of recyclable plastic from sugarcane, a renewable source, produced with 48% less plastic than the average competitor for an equal sized bottle.

By optimizing the packaging we could fit 17% more bottles per pallet than an average Davines retail size shampoo, significantly reducing the environmental impact of transportation.

The bottle is also designed to facilitate using every drop and avoid product waste.

A SINGLE SHAMPOO IS AN IMPERFECT PRODUCT, EVOLVING AND GROWING JUST LIKE A HUMAN BEING. IT SYMBOLIZES OUR WAY OF BEING AND OUR ACTIONS.



This is our first carbon neutral product, the CO₂ emissions generated during the entire life cycle of the product are 100% offset.



A SINGLE SHAMPOO
250 ml | 1000 ml



LIQUID SPELL

REINFORCING BODIFYING FLUID

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.

INNOVATIVE FORMULA AND TRANSFORMATIVE TEXTURE

Liquid Spell's precious liquid formula turns into a rich mousse to visibly transform the quality of the hair fibre. The formula, made without silicones, consists of a concentrate of amino acids, substances which are similar to the structure of hair and an exclusive thermo-activated molecule, which, when activated by heat, gives stronger, more compact and naturally shiny hair.

VERSATILE USE

The versatile and effective formula can be adapted to different hair types and beauty routines, without the need for a specific regimen. The mousse texture is easy to distribute for a quick application. The ease of use makes the product ideal also for maintenance at home.

SERVICES WITH A HIGH ADDED VALUE

Thanks to its easy and versatile use, Liquid Spell allows you to create customized services with a high added value in a few minutes. To extend the efficacy and the offer of services in salon, it can also be used in combination with other Davines products.



LIQUIDS SIGNIFY MYSTERY AND ANCIENT CONNECTION; BEING INTRINSICALLY CHANGEABLE THEY MIGHT TAKE SHAPE AND MAGICALLY TURN INTO A SOLID SUBSTANCE. THIS INSPIRATION, COMBINED WITH SCIENTIFIC RESEARCH, LED TO THE CREATION OF LIQUID SPELL, A PRODUCT THAT CONDENSES THE BENEFITS OF LIQUIDS INTO FUNCTIONAL FORM TO OFFER HAIR A VISIBLE AND MATERIAL TRANSFORMATION, RESTORING BODY AND VIGOR.

SUSTAINABLE PACKAGING

Packaging with a modern and minimalist design expresses the elegance of the product. The Liquid Spell bottles are made with recycled plastic.



LIQUID SPELL
50 ml
125 ml



THE CIRCLE CHRONICLES

ADVANCED, EFFECTIVE AND ECLECTIC HAIR MASKS

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.

INNOVATIVE FORMULAS WITH IMMEDIATE RESULTS

The Circle Chronicles masks are formulated to be extraordinarily effective 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, which are known for their many beneficial properties.

RETAIL-FRIENDLY SUSTAINABLE PACKAGING

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.

MULTI-MASKING SERVICE

The needs of both skin and hair vary greatly and cannot always be met with a single product. At the salon, the Circle Chronicles masks can be combined to offer a customized multi-masking service for different areas of your hair: scalp, lengths and ends.



THE CIRCLE CHRONICLES WAS CREATED BY DRAWING INSPIRATION FROM THE TRENDS AND DESIRES OF TODAY'S DEMANDING MARKET. IMMEDIATE RESULTS, SHARING MOMENTS OF EVERYDAY LIFE ONLINE AND OFFLINE, CONSTANTLY SEEKING OUT NEW AND EXTRAORDINARY EXPERIENCES, WITHOUT NEGLECTING PHYSICAL AND MENTAL WELL-BEING; THESE ARE THE VALUES OF THE MILLENNIALS, THE GENERATION THAT'S INFLUENCING THE PRESENT AND FUTURE.



THE WAKE-UP CIRCLE
50 ml
750 ml



THE LET IT GO CIRCLE
50 ml
750 ml



THE RESTLESS CIRCLE
50 ml



THE PURITY CIRCLE
50 ml
750 ml



THE QUICK FIX CIRCLE
50 ml
750 ml



THE RENAISSANCE CIRCLE
50 ml
750 ml



THE SPOTLIGHT CIRCLE
50 ml
750 ml



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 formulas have been created in synergy with the ritual of massage.

INNOVATIVE FORMULAS

Using advanced technology allows us to formulate highly performing products. The Naturaltech formulas contain phytoceuticals, 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.

SUPERACTIVES

These are concentrates that are extremely effective in treating specific conditions. As they are already highly active, the formulas do not require phytoceuticals.

COMPLEX

The Complexes were introduced in the recently added formulations of the Energizing, Nourishing and Renewing families. These are innovative compounds consisting of phytoceuticals and specific high-performing active ingredients specifically designed for the treatment of the condition or preventive action targeted to each family. The Complexes are able to combine the beneficial effect of the plant-based extracts with the extraordinary efficacy of the latest generation raw materials.

PROBLEM-SOLVING TREATMENTS

Naturaltech products have been designed to provide specific salon treat-

ments. They can also be combined together to manage complex mixed conditions.

MASSAGES AND RITUALS

Naturaltech was created to be used in combination with treatments carried out with a massage ritual. In synergy with our products, a massage reactivates the blood stream, prepares skin for the benefits of the treatment and provides a sensory experience for customers.

SENSORIAL EXPERIENCE

The pleasant feeling of the treatments is enhanced by their scents, featuring unique fragrance notes. Latest-generation surfactants produce an incredibly creamy foam.

NATURALTECH IS CREATED BY A HARMONIOUS COMBINATION OF THREE ELEMENTS: NATURE, HUMANKIND AND TECHNOLOGY. WE COMBINED THE BEST RAW MATERIALS WITH CUTTING-EDGE RESEARCH TO PROVIDE MAXIMUM SCIENTIFIC INNOVATION WHILST ENHANCING THE ELEMENTS THAT NATURE GIVES US.



SUSTAINABLE PACKAGING

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. Naturaltech bottles and jars are made from recycled plastic, whereas the labels are made with plastic from renewable plant-based sources (sugar cane) for a lower environmental impact. The secondary packaging, when required, is made with FSC recycled paper without paint or glue to guarantee higher biodegradability.

RENEWING

FOR MAINTENANCE OF THE WELL-BEING OF ALL SCALP AND HAIR TYPES AND PREVENTION OF AGEING



**RENEWING PRO BOOST
SUPERACTIVE
(IN SALONS ONLY)**
500 ml



**RENEWING
SHAMPOO**
100 ml
250 ml
1000 ml



**RENEWING CONDITIONING
TREATMENT**
60 ml
250 ml
1000 ml



**RENEWING SERUM
SUPERACTIVE**
100 ml

ENERGIZING

ENERGIZING AND PREVENTATIVE FOR VARIOUS TYPES OF ALOPECIA
FOR FRAGILE SKIN AND HAIR PRONE TO FALLING OUT



ENERGIZING SHAMPOO
100 ml
250 ml
1000 ml



ENERGIZING SEASONAL SUPER ACTIVE
100 ml



ENERGIZING SEASONAL SUPERACTIVE
12x6 ml



ENERGIZING SUPERACTIVE
100 ml



ENERGIZING GEL
150 ml



THICKENING TONIC
100 ml

CALMING

SOOTHES SKIN FOR SENSITIVE SCALP



CALMING SHAMPOO
100 ml
250 ml
1000 ml



CALMING SUPERACTIVE
100 ml

NOURISHING

NOURISHING, HYDRATING, RESTRUCTURING, REBUILDING
FOR DRY AND DAMAGED SKIN AND HAIR



NOURISHING SHAMPOO
100 ml
250 ml
1000 ml



NOURISHING KERATIN WONDER SUPERACTIVE (IN SALONS ONLY)
1000 ml



NOURISHING KERATIN BOOSTER SUPERACTIVE (IN SALONS ONLY)
100 ml



NOURISHING HAIR BUILDING PAK
60 ml
250 ml



NOURISHING VEGETARIAN MIRACLE CONDITIONER
60 ml
250 ml
1000 ml



NOURISHING VEGETARIAN MIRACLE MASK
60 ml
250 ml
1000 ml



NOURISHING KERATIN SEALER
100 ml



NOURISHING HAIR ROYAL JELLY SUPERACTIVE (IN SALONS ONLY)
6x8 ml

PURIFYING

ANTISEPTIC
FOR ALL TYPES OF DANDRUFF



PURIFYING SHAMPOO
100 ml
250 ml
1000 ml



PURIFYING GEL
150 ml

WELL-BEING

HYDRATING, PROTECTIVE, ADDS TONE
IDEAL BETWEEN NATURALTECH TREATMENTS
SUITABLE FOR ALL SKIN AND HAIR TYPES.



WELL-BEING SHAMPOO
100 ml
250 ml
1000 ml



WELL-BEING CONDITIONER
60 ml
150 ml
1000 ml

REBALANCING

WITH A REBALANCING ACTION
FOR SCALPS WITH OVER-
PRODUCTION OF SEBUM



REBALANCING SHAMPOO
100 ml
250 ml
1000 ml

DETOXIFYING

DETOXIFYING, REGENERATING AND REVITALIZING
FOR DULL SCALPS STRESSED BY EXTERNAL AND
ENVIRONMENTAL FACTORS



**DETOXIFYING MUD
(IN SALONS ONLY)**
6x50 ml



DETOXIFYING SHAMPOO
100 ml
250 ml
1000 ml

REPLUMPING

ADDS STRENGTH AND BOUNCE TO ALL HAIR TYPES



REPLUMPING SHAMPOO
100 ml
250 ml
1000 ml



REPLUMPING CONDITIONER
60 ml
150 ml
1000 ml



**REPLUMPING HAIR FILLER
SUPERACTIVE**
100 ml



**REPLUMPING HAIR FILLER
SUPERACTIVE
(IN SALONS ONLY)**
1000 ml



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 humankind and the environment.

ADVANCED FORMULAS

All OI products contain Roucou Oil, coming from a plant in the Amazon with an antioxidant action and properties which counter free radicals. Extremely rich in beta carotene, which has a restructuring function on hair, Roucou Oil considerably reduces cellular damage due to UV rays, prevents ageing, preserves skin elasticity and is full of oligo elements and ellagic acid, which are highly effective in neutralising free radicals.

MULTIPURPOSE

Products with multiple benefits, designed to perform many functions.

RESULTS WITH ABSOLUTE BEAUTY

Hair that is easy to comb, bright, soft and protected. Softer skin. OI products are ideal for daily use or as a thoughtful gift offering authentic absolute beauty.

ELEGANT DESIGN AND SUSTAINABLE PACKAGING

The packaging features transparent effects with contrasting black and white designs. The black OI jars and bottles are made with post-recycled plastic called R.PET. All OI packaging is recyclable.

THE ACTUAL MEANING OF THE NAME IS TO BE SOUGHT IN THE ANCIENT EASTERN KNOWLEDGE, WHERE LIFE IS IN HARMONY THROUGH THE BALANCE OF OPPOSITE FORCES; THE MALE AND FEMALE PRINCIPLE, TWIN OPPOSING COSMETIC FORCES, YING AND YANG.



OI SHAMPOO
90 ml
280 ml
1000 ml



OI CONDITIONER
75 ml
250 ml
1000 ml



OI HAIR BUTTER
75 ml
250 ml
1000 ml



OI OIL
50 ml
135 ml



OI ALL IN ONE MILK
50 ml
135 ml



OI BODY WASH
280 ml



OI HAND BALM
75 ml



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.

HIGHLY PERFORMING PRODUCTS

State-of-the-art formulas containing blends of interacting active ingredients. All products are very moisturizing and give elasticity or enhance texture based on the desired result, always without leaving residue.

HANDMADE DESIGN AND SUSTAINABLE PACKAGING

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 using plastic from renewable sources and, together with the careful selection of materials used, make the products easy to recycle. The wrapping paper is FSC certified.

WITH MORE INSIDE THE PRODUCTS HAVE CHOSEN TO SPEAK. THEY WHISPER THOUGHTS AND REFLECTIONS ON LIFE, TELLING US ABOUT THEMSELVES THROUGH WHAT THEY DO. EACH OF THEM HAS AN ESSENCE, THEIR OWN WAY OF LIVING AT DIFFERENT LEVELS, JUST LIKE US.



SHINE WAX
75 ml



FORMING POMADE
75 ml



**MEDIUM HOLD
FINISHING GUM**
75 ml



**STRONG
MOULDING CLAY**
75 ml



**STRONG
DRY WAX**
75 ml



**TEXTURIZING
DUST**
8 gr



**TEXTURIZING
SERUM**
150 ml



**MEDIUM HOLD
MODELING GEL**
250 ml



**BLOW DRY
PRIMER**
250 ml



**SEA SALT
SPRAY**
250 ml



**CURL BUILDING
SERUM**
250 ml



OIL NON OIL
250 ml



**INVISIBLE
SERUM**
50 ml



**RELAXING
MOISTURIZING FLUID**
125 ml



**STRONG HOLD
CREAM GEL**
125 ml



**MEDIUM HOLD
PLIABLE PASTE**
125 ml



SHIMMERING
MIST
200 ml



VOLUME
BOOSTING
MOUSSE
250 ml



CURL
MOISTURIZING
MOUSSE
250 ml



DRY
TEXTURIZER
250 ml



INVISIBLE
NO GAS SPRAY
250 ml



STRONG
HAIRSPRAY
400 ml



MEDIUM
HAIRSPRAY
400 ml



EXTRA STRONG
HAIRSPRAY
400 ml

PERM TREATMENTS FORMULATED TO GUARANTEE UNIFORM AND NATURAL WAVES, WHILST PRESERVING HAIR.

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.

SAFE FORMULAS

The formulas contain Cysteamine, a natural active principle deriving from an amino acid. Similar to the hair's structure, it creates a uniform, natural curl, thereby restructuring hair and preserving it through the conditioning agents.

EASY TO APPLY

There is no risk of "overprocessing" hair (exceeding the maximum processing time). Formula does not require heat source or a cap during application.

PRESERVES HAIR

For bright and well-conditioned hair.



CONDITIONING
NEUTRALIZER
100 ml



EXTRA DELICATE CURLING
LOTION #1
For natural thick hair
100 ml



EXTRA DELICATE CURLING
LOTION #2
For fine treated hair
100 ml

PERM TREATMENTS FORMULATED TO GUARANTEE EXCELLENT TECHNICAL PERFORMANCE, WHILST PRESERVING HAIR.



BALANCE CURLING SYSTEM

PERM SYSTEM

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

SELF-ADJUSTING FORMULAS

The special formula adds nourishing and restructuring elements where required based on the structure of hair. It is ammonia-proof with added lipids derived from plants to seal and strengthen hair cuticles.

EFFECTIVE & EASY TO APPLY

Does not require use of heat source, except in particularly difficult cases.

PRESERVES HAIR

For soft, bouncy and healthy hair.



PROTECTIVE CURLING
LOTION #1
500 ml



PROTECTIVE CURLING
LOTION #2
500 ml



BALANCE
NEUTRALIZER
1000 ml



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.

SUSTAINABLE FORMULAS

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.

PROTECTION FROM THE SUN AND ENVIRONMENTAL ATTACKS

UV filters and moisturizers counter harmful environmental factors like sunlight, smog, wind, salt and chlorine by protecting hair and skin from free radicals. The selected active principles interact to protect and restore hair and skin, bringing them back to their natural softness, brightness and silkiness.

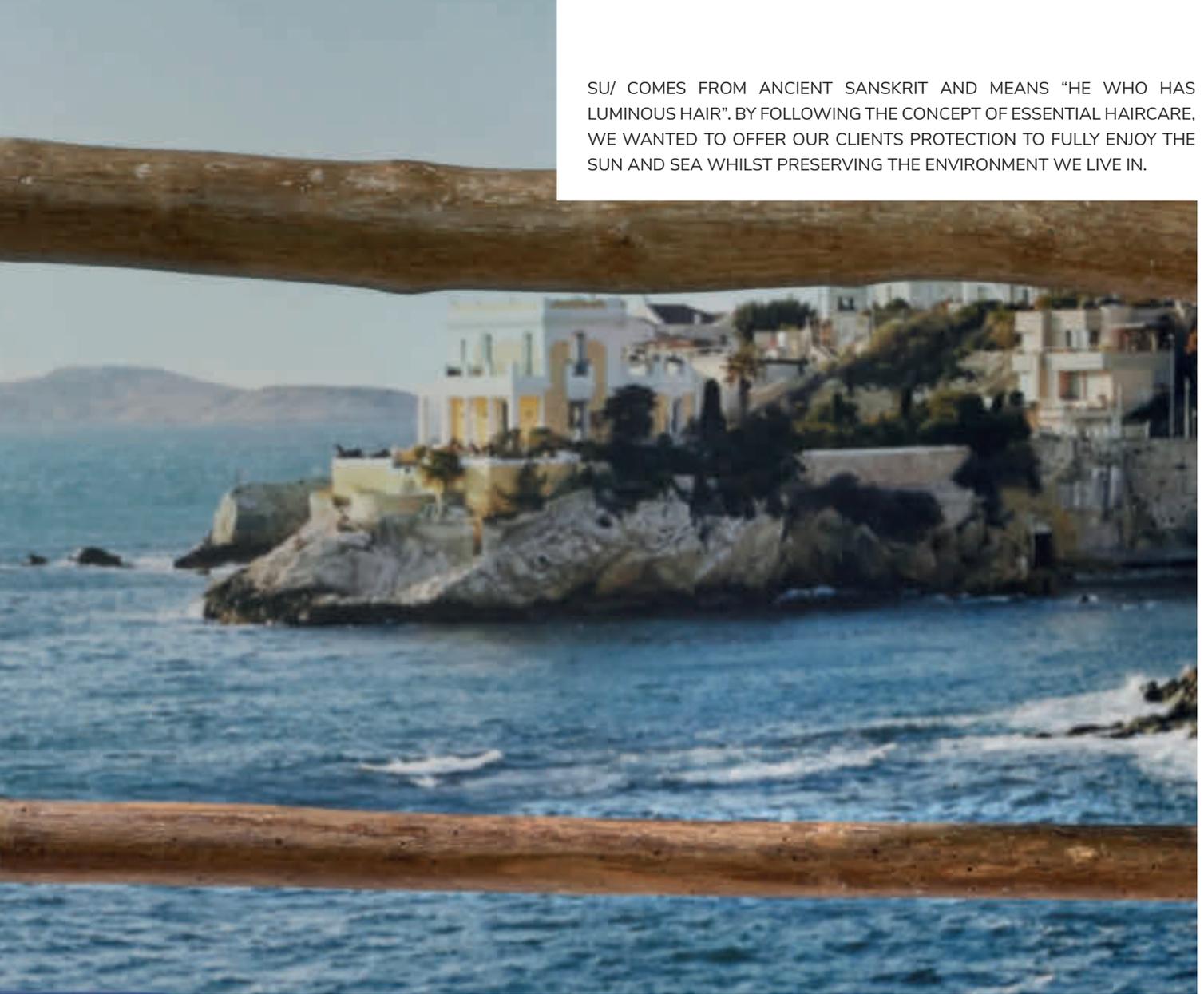
PROTECTING BIODIVERSITY

All SU/ products contain Savona Chionotto extract from a Slow Food Foundation Centre for Biodiversity. Full of vitamin C with an antioxidant and anti-inflammatory action, this extract protects from free radicals caused by extended sun exposure. By choosing ingredients from these Centres we support producers who through their work protect traditional products at risk of extinction.

ESSENTIAL DESIGN AND SUSTAINABLE PACKAGING

The bottles used for SU/hair&body wash as well as the tubes are made with bio-based PE, a plastic from sugarcane which is a renewable source. All SU/line packaging is fully recyclable.

SU/ COMES FROM ANCIENT SANSKRIT AND MEANS "HE WHO HAS LUMINOUS HAIR". BY FOLLOWING THE CONCEPT OF ESSENTIAL HAIRCARE, WE WANTED TO OFFER OUR CLIENTS PROTECTION TO FULLY ENJOY THE SUN AND SEA WHILST PRESERVING THE ENVIRONMENT WE LIVE IN.



**SU/
HAIR & BODY WASH**
75 ml
250 ml
500 ml *

*NOT AVAILABLE IN UK



**SU/
HAIR MASK**
150 ml



**SU/
HAIR MILK**
50 ml
135 ml



**SU/
TAN MAXIMIZER**
150 ml



**SU/
AFTERSUN**
150 ml



**SU/
CONSCIOUS
SUNSCREEN SPF 30**
100 ml

THE LINE IS THE RESULT OF OUR DEEP SCIENTIFIC COMMITMENT DEVOTED TO WHAT IS CLOSEST TO THE HEART OF A WOMAN: HER DEEP ESSENCE AND AUTHENTIC BEAUTY.



DAVINES AUTHENTIC FORMULAS

FACE / HAIR / BODY BEAUTY AND
MULTIFUNCTIONALITY

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.

NATURAL INGREDIENTS

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, mineral oils.

ORGANIC INGREDIENTS

Products in the Davines Authentic Formulas assortment contain safflower, sesame and sunflower oil, jojoba and shea butter, all of which are organic.

MULTIPURPOSE

The same product can be used to meet the needs of the face, body and hair.

DESIGNED FOR RETAILING

Ideal products for daily use or as a thoughtful gift offering authentic beauty.



DAVINES AUTHENTIC
CLEANSING NECTAR
HAIR / BODY
280 ml



DAVINES AUTHENTIC
MOISTURIZING BALM
FACE / HAIR / BODY
150 ml



DAVINES AUTHENTIC
BUTTER
FACE / HAIR / BODY
200 ml



DAVINES AUTHENTIC
NOURISHING OIL
FACE / HAIR / BODY
140 ml

WE ARE ALL MODERN TRAVELLERS, CONSTANTLY ON THE MOVE, BUT BEING A TRAVELLER DOES NOT MEAN THAT WE ARE WILLING TO GIVE UP THE PLEASURE OF HAVING CLEAN HAIR, WITH OR WITHOUT ACCESS TO TRADITIONAL SHAMPOO.



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.

REFRESHING FORMULA

A formula designed to revive and cleanse hair without needing water. With natural active ingredients like rice flour, having highly hydrating and absorbent properties.

CLEAN HAIR WITH A FRESH SCENT

Hair is light yet volumized with a fresh scent, as if you had just washed it. The credit goes to the fresh citrus fragrance that works in synergy with Sinodor®, a natural molecule that captures and neutralises bad odors, especially those deriving from oily substances like excess sebum on the scalp.



HAIR REFRESHER
150 ml





DAVINES UNIVERSE



SOFTWARE DIVISION IS THE 'ALTER EGO' OF WHAT WE LIKE TO CALL HARDWARE, DAVINES PRODUCTS.

SOFTWARE DIVISION

Our education department is designed to attract customers, cultivate their interest and help them become successful by using our products; improving the quality of the professional (and therefore personal) life of our customers; allowing all hair stylists to improve themselves by helping them join the Davines world.

Our education program has a modular structure aimed at providing full knowledge of how to use our products and tools devoted to colouring, well-being, styling and resale, in combination with dedicated workshops and events.

EVENTS & TRADE FAIRS

WORLD WIDE HAIR TOUR

Is the most important international Davines event, internationally-renowned hair stylists present themselves on stage and update us on latest trends and the most innovative styling and colouring techniques.

TALENT GREEN HOUSE

The international competition, born as natural progression of the World Style Contest, which gives our clients the chance to express their creativity and talent on stage. They embark on a journey of learning, collaborating and co-creating, supported by inspiring leaders and Davines expert trainers. The journey could take on stage of the World Wide Hair Tour.

TRADE FAIRS AND GLOBETROTTING BOOTH

Every year we participate in various trade fairs within the beauty industry; a smaller version of the official Davines trade show booth (used at Cosmoprof in Bologna) is available for local trade shows and events.

HAIR ON STAGE

Every year we hold a two-day event with training, inspiring ideas, awards and a preview of educational projects for the coming year in different parts of the world. This is also an event for hair stylists who share a vision to come together.

VIBE SHOW

It's an afternoon event which brings Davines clients to a full immersion in a show that allows them to discover the newest trends by Davines stylists.

COURSES & ACADEMIES

Highly qualified teachers are appointed with the task of transmitting the "software" based on standardised certification criteria; at the moment we have some 100 National Master Trainers all over the world as well as academies designed to offer the latest techniques and inspiring environments in which to learn the art of hairstyling.

Parma (Italy)
Empoli (Italy)
Milan (Italy)
Naples (Italy)
London (UK)
Paris (France)
Deventer (Holland)
New York City (USA)
Mexico City (Mexico)
Warsaw (Poland)

"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".



TOM CONNELL

DAVINES HAIR ART DIRECTOR

Born in Manchester, UK, Tom grew up in the salon owned by his parents who were both hairdressers, and at the age of 16 decided that his future too was in the same profession. He moved to London to further his artistic identity and spent the past several years with the Trevor Sorbie team, holding the role of artistic director for the last four years. Tom Connell is a young, talented and very passionate stylist, 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.



THE CREATIVE PROCESS

His creative process starts by analysing the context. Indeed, he says that he always carries something with him to jot down what draws 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.

ARTISTIC BALANCE

There is no unique 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.

JOINING DAVINES

The brand identity, communication and commitment to environmental and social sustainability is what drew Tom to Davines, where he will help form the brand's style identity. He will also supervising and supporting in the development of products and other company projects.



SALON DESIGN ELEMENTS

We want to give all our customers the opportunity to personalize their salons and make their spaces an expression of their ideas of beauty. For this reason we have chosen to give the opportunity to use designer furniture created by the architectural firm Matteo Thun & Antonio Rodriguez.

With these shelving systems, the designers have harmoniously combined different pure materials like iron, glass and wood. The elegant metal structure can be completed with shelves made of transparent reinforced glass, or FSC-certified wood. The connecting shelves are also available in two different materials, and complete the concept by giving the opportunity to combine multiple displays. This also allows the client to combine different materials and provide movement in the selected combination.

The Davines display system perfectly combines elevated design and flexibility, able to adapt to all salons with regards to elegance, dimension yet simple assembly.

Matteo Thun
MATTEO THUN & ANTONIO RODRIGUEZ
MILANO | SHANGHAI



CLEAR REINFORCED GLASS



FSC BROWN WOOD



FSC GREY WOOD

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



MERCHANDISING



DAVINES INSTITUTIONAL SHOPPER
24 PZ



POP FRAME A5
EXTERNAL DIMENSIONS:
15 X 22 CM
PRINT DIMENSIONS:
14.8 X 21 CM



5 SHELF TALKERS KIT
DIMENSIONS: 12.5 X 8 CM



DAVINES INSTITUTIONAL BOX



SET 4 ESSENTIAL HAIRCARE VASES



SACHET HOLDER
DIMENSIONS 29,5X21,5CM



THE CIRCLE CHRONICLES
MASK BAR
HANGING: 43X69CM
ON MESSAGE FRAME:50X150CM
BASE DIM 50X30CM



MESSAGE FRAME
EXTERNAL DIM 50X150CM
BASE DIM 50X30CM



DISPLAY MINISIZE
DIMENSIONI 34X25X50CM



COUNTER DISPLAY A4
DIM 21X30CM
BASE DIM 18,5X21CM



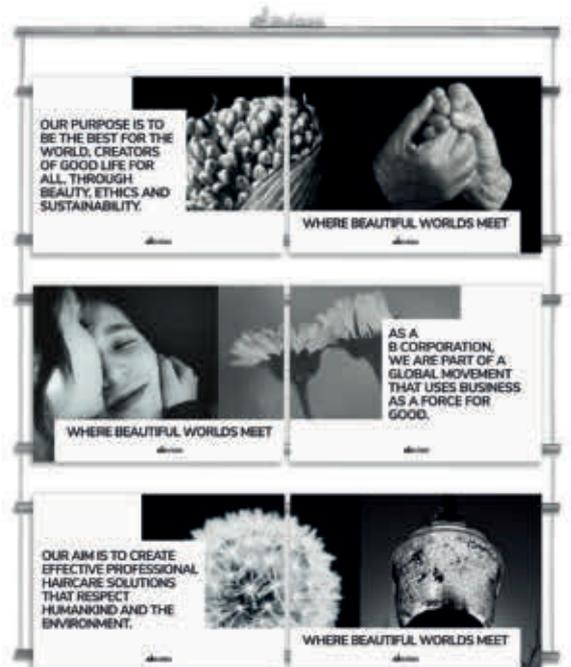
AREA IDENTIFIER KIT



TUBE HOLDER
DIMENSIONS: 29.5 X 17.2 X 4 CM



GLORIFIER



STITUTIONAL FRAMES
FRAME: 90X110CM
GRAPHICS: 6X29,7X42CM



DAVINES SALONS WORLDWIDE



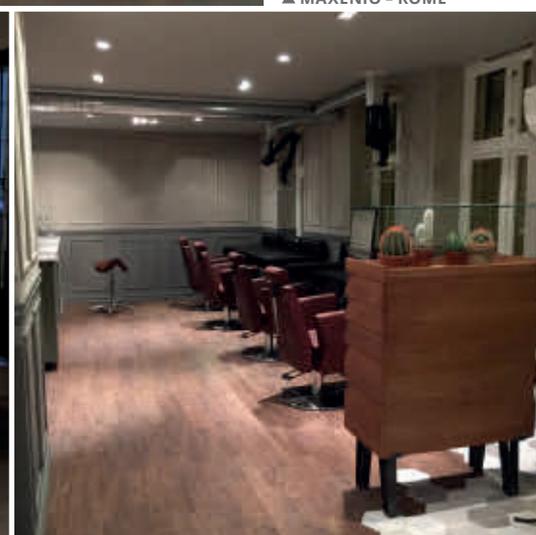
▲ WYATT - JOHANNESBURG



▲ MAXENIO - ROME



▲ ESPACIO ISAAC SALIDO - MADRID



▲ MONARCHY STUDIO - BERGEN

▼ DOMENICO CASTELLO - MOSCOW



▼ ION STUDIO - NEW YORK



▼ CLAQUE LA MOUCHE - STOCKHOLM



▲ ANDERSON'S HAIR - GLASGOW



▲ PICKTHORN - NEW YORK



▲ BOBO - LONDON



▲ SEED - LONDON



▲ BLUETIT - LONDON

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