



GUIDE

davines

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 and celebration of diversity. 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” in regard to our commitment to minimizing the impact on the environment, not compromising the quality or quantity of natural resources today or tomorrow;

- “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 homely place where to develop oneself and create sincere and trustful relationships with others, based on transparency and collaboration.

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.



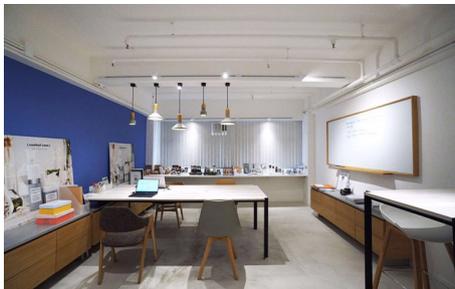
New York, USA



London, UK



Paris, France



Hong Kong



Mexico City, Mexico



Deventer, Netherlands

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 branches are opened in London, Paris, Mexico City and New York.

2010 Davines Academy opens in London, and an exclusive collaboration with Angelo Seminara, who becomes Davines Artistic Director, is introduced.

2013 Davines Academy opens in Paris.

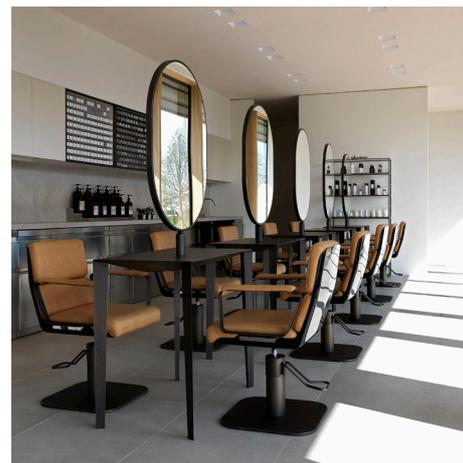
2014 Opening of the new branch in Deventer, Netherlands.

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 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.

2018 Davines Village opening.



Parma, Italy

DAVINES VILLAGE



The Davines Group inaugurates the Davines Village, at its new headquarters just outside Parma. The architectural design by the MTLC studio of Matteo Thun and Luca Colombo, with interiors designed by interior designer Monica Signani, is the most tangible realization of the values of beauty, sustainability and well-being that drive the company. The complex, which is built on a surface area of 77,000 square metres, covers approximately 11,000 square metres with spaces dedicated to offices, training, an R&D laboratory, a production plant and a warehouse. In addition, at the centre of the complex, there is a large glass building, a luminous “greenhouse” with a modern, light architectural

style, used for a restaurant and as a co-working space for employees: it is therefore the beating heart of the company.

The remaining area, approximately 80% of the total surface area, designed by the Del Buono-Gazerwitz landscape architecture studio, is dedicated to various types of green spaces, including a scientific botanical garden where some of the plant species used in the cosmetic formulas are grown.

THE BUILDINGS AND INTERIORS

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, sustainable and virtuous technical and constructive solutions, and the choice of glass and wood as the main materials used.

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

The offices, the areas dedicated to training and the laboratories recall the shape of many 2-story houses arranged around two central courtyards, in order to emphasize the company’s family roots and convey a sensation of welcome, intimacy and community. The complex, made with a minimum amount of masonry elements, is designed to achieve maximum architectural transparency and provide every working 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. In constant and harmonious dialogue with the architecture, the green areas reveal all their beauty as well as two internal courtyards, the scientific botanical garden, a large garden surrounding the buildings, and the Green Kilometre. The scientific botanical vegetable garden is a real “open-air laboratory”, where medicinal and aromatic plants, fruit trees and vegetables grown for experimentation, demonstration, and culinary purposes. It will be first of all an instrument at disposal of the Research and Development Laboratory, which will use it to sample and test natural ingredients. In addition, the edible species will serve also to prepare the dishes served in the company restaurant. The 3,000 square metres of scientific vegetable garden will also have an educational function, making possible for visitors to see first-hand the natural ingredients used in Davines and Comfort Zone formulations. Finally, an English-style greenhouse will host tropical plants that could not grow at our latitude. The complex is bounded by a strip of trees that will become an integral part of the Green Kilometre, an initiative developed from an idea by Davide Bollati to fight the pollution caused by the nearby highway. The project is based on the studies by Professor Stefano Mancuso, Director of the International Laboratory of Plant Neurobiology (LINV), University of Florence. Trees that naturally counter the harmful emissions of cars will be planted along the 11 km of motorway that border the Parma area.

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.

In the previous 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 think it can certainly make it a better place if we continue supporting it.

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

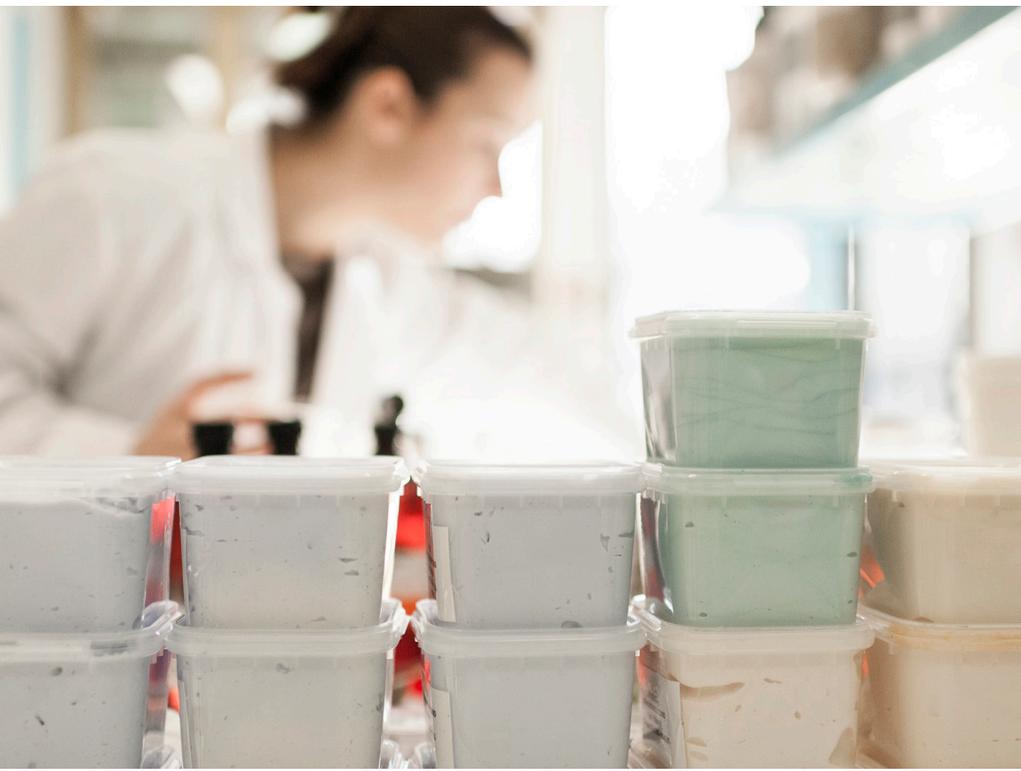


RESEARCH CHARTER

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 to ensure that basic ethical principles are followed along the supply chain during all the stages of the process 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 include planning for lower temperatures in production, reduction of water usage and the use of energy from renewable sources.



ECO-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 *only use the minimum quantity of material needed*. 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 do our best to design packaging that can be reused* as we think this is the first way of protecting the environment. 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.

For a number of years we have also been 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.

We believe this is also a way of showing respect for those who choose us.

B CORPORATION

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. It has required profound structural changes, even for a company that, like us, has been invest-

ing in sustainable development for many years. However, we need to operate at all business levels, involving all areas in order to achieve our goal. This approach reflects what our company is today, but also what it could be and would like to become.

Davines has accepted this challenge. Today we are proud to be a certified B Corporation and at the same time we are looking forward trying to find new and innovative solutions to improve ourselves and better the world we are living in.



RENEWABLE ENERGY

Nowadays 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.

Electrical energy and gas that we use come only from renewable sources in our plants and offices. 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.

REPORT OF SUSTAINABILITY

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 report details our sustainability actions and the efforts made in analyzing and improving our practices in order to become a B Corp, a business model consistent with our vision of “Sustainable beauty” and of development aimed at ensuring a prosperous future for our company. By putting the B Corp business model, as embodied by the motto “to be the best for the world”TM, into practice, Davines strives to bring a positive impact on people and the planet.

The initiatives described cover a wide range of activities – environmental, social and economic sustainability – and the results obtained to benefit its stakeholders: clients, suppliers, collaborators and the community. 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.

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 minimise the environmental impact and combine sustainability with exceptional results.



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



HAIR REFRESHER
150 ml

SHOPPING SPACE



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



matteo thun
MATTEO THUN & ANTONIO RODRIGUEZ
MILANO | SHANGHAI

COLOUR PRODUCTS

MASK WITH VIBRACHROM™ Conditioning colouring system



MASK WITH VIBRACHROM™
100 ml

Mask with Vibrachrom™ is a new 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.

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 odourless application, providing comfort both for the stylist and the customer.

THE CENTURY OF LIGHT Newly-conceived bleaching system



LIBERTY
450 g

PROGRESS
800 g

TOLERANCE
900 ml

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 that period: everything is possible through science, if applied with respect for people, their needs and their values. Thanks to the deeply held respect for scientific research, the Davines' Laboratories have developed The Century of Light – a simple, complete and flexible bleaching system consisting of three new 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.

The packaging of The Century of Light reflects the Davines' sustainability effort, with the two powders packaged in recycled plastic jars, while the lightening oil is in a bottle made of green plastic (bio-based polyethylene) from plant-based and renewable sources. Davines also offsets the carbon dioxide emissions generated by the production of packaging by supporting reforestation projects.

VIEW Demi-permanent colour system



VIEW COLOUR
60 ml

VIEW GLOSS
500 ml

View is Davines' new, innovative demi-permanent colour 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.

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 colour results, just like music and the love for dancing can create the highest freedom of expression.

The line consists of 40 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 haircare 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.

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 hairs (up to 50%); offer a shine-enhancing service with the Gloss.

To ensure a low environmental impact for packaging, recycled plastic was chosen for the bottles. Additionally, the environmental impact by CO₂ associated with the production of the line's packaging is measured and compensated through reforestation projects, making the packaging carbon neutral.

ON PROTECTION

Hair preserving concentrate



ON PROTECTION
500 ml

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:

- a valuable partner during technical services (bleaching, colouring, perms and straightening), 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.

ON PROTECTION acts thanks to the HAIR PROTECTIVE BOOSTER*, a special mix of maleic acid and liposol maleate with a strong strengthening action. It protects colour and has an antioxidant effect, developed by Davines' Research and Development Laboratories.

The bottle is made of plastic derived from plant and renewable sources, a material that helps reduce the environmental impact. Additionally, the carbon dioxide emissions from the production of the pack are compensated through reforestation projects, making the packaging carbon-neutral.

*first davines haircare patent (patent pending), a special mix of maleic acid and liposol maleate that strengthens and protects the hair fibre when bleaching

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 natural colouring system that is quick and easy to use. Available in 14 nuances that can be mixed together, as well as Finest Gloss. Finest Pigments is formulated with ingredients that are of natural origin. With their strong antioxidant power, natural pigments enhance and preserve hair's reflects and protect its structure. Ammonia-free.

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

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 new, highly biodegradable and natural formulas, with a high concentration of pure pigments. Available in six colour ranges composed of a shampoo and a conditioner.

Chromatically enhanced formulations and highly sustainable, free from silicones, to combine cosmetic excellence with the quality of carefully selected ingredients, respecting both man and the environment.



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

WELL-BEING PRODUCTS

NATURALTECH

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

Naturaltech is a range of products and treatments designed to effectively counter specific scalp 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.



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 minimise the environmental impact.



OI

Absolute beauty



SHAMPOO
90 ml
280 ml
1000 ml



CONDITIONER
75 ml
250 ml
1000 ml



OI HAIR BUTTER
250 ml
1000 ml



OIL
50 ml
135 ml



ALL IN ONE MILK
50 ml
135 ml



BODY WASH
280 ml



HAND BALM
75 ml

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

LIQUID SPELL REINFORCING BODIFYING FLUID

The power of transformation



LIQUID SPELL
125 ml

THE CIRCLE CHRONICLES

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



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



THE WAKE-UP CIRCLE
50 ml
750 ml



THE LET IT GO CIRCLE
50 ml
750 ml



THE RESTLESS CIRCLE
50 ml

OI is a product range dedicated to absolute beauty for all types of hair and skin. Striving to create balance between sensoriality, products with multiple benefits and effectiveness, the assortment has immediate cosmetic effect from first use, respecting both mankind and the environment. All OI products contain Roucou Oil, coming from a plant in Amazonia 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 the skin's elasticity and is full of oligo elements and ellagic acid, which are highly effective in neutralising free radicals.

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.

Liquid Spell is the new treatment focused on body and strength for sensitised or fine hair, which, application after application, 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 fibre. The formula, free from silicones, consists of a concentrate of amino acids, substances which are similar to the structure of hair with an exclusive thermo-activated molecule, which, when activated by heat, gives stronger, more compact and naturally shiny hair. 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. Being practical and easy to use makes the product ideal also at home. Thanks to its easy and versatile use, Liquid Spell can be used in combination with other Davines products, allowing you to create customized services with a high added value in just a few minutes. The packaging features a modern and minimal design, expressing the elegance of the product. The carbon dioxide emissions deriving from its production are offset through reforestation and woodland protection projects.

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. The Circle Chronicles masks are formulated to be extraordinarily effective with immediate results. They are enriched with active ingredients of natural origin that provide a characteristic colour: 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.

The Circle Chronicles are available in a convenient and reusable pocket size. The carbon dioxide emissions deriving from the production of the packaging are compensated for through reforestation projects. The Circle Chronicles masks can be combined to offer a customized multi-masking service for different areas of your hair: scalp, lengths and ends.

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. The formulas are the result of the scientific knowledge of Davines Laboratories and the technical and creative talent of our Artistic Director Angelo Seminara.



YOUR HAIR ASSISTANT

The art of blow-drying

Your Hair Assistant is an integrated system of products and tools, created to bring new life to the blow-drying service. Products are specifically formulated to help bring all creative expressions to life, offering excellent performance through all stages of the blow-drying process.

The formulas are the result of the combination of the talent and experience of Angelo Seminara, Davines artistic director and world-famous hairstylist, with the scientific knowledge of our Research Labs.



BALANCE RELAXING SYSTEM

Straightening system

Balance Relaxing System is a non-aggressive straightening system that evenly straightens hair to provide a natural, long-lasting result.

The formulas contain active principles that protect hair from free radicals, strengthens and hydrates. Formulas are ammonia-free.



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.

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.



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.

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.



ANGELO SEMINARA

DAVINES ARTISTIC DIRECTOR & EXCLUSIVE COLLABORATOR

Angelo Seminara is considered an international hair-styling star; "British Hairdresser of the year" in 2007, 2010 and 2012, with an unrivalled reputation in the field. His creative drive and passionate approach have inspired the work of hair stylists all over the world and led to collaborations with an extensive list of celebrities.

Constantly seeking new and innovative styles, Angelo Seminara regards nature and its elements as his main source of inspiration. In his creations, contrasting textures and finishes come together to create unique and highly evocative effects that constantly aim at enhancing the original beauty of women and their hair.

His refined taste, spirit of pursuit and never-ending search for excellence are perfectly aligned with Davines' Sustainable Beauty philosophy.

The connection and alignment of intents between the company and the artist has led to the creation of beautiful collections, the revolutionary Flamboyage, Imprinting colour system and Your Hair Assistant, the integrated system of products and tools, training and inspiration to create perfectly blow-dried hair.

Angelo Seminara interprets our vision of beauty through his image of hair, influencing the company's technique and style. He creates our collections and participates in a several of our international events with a leading role, as well as providing the company with his talent and his experience for courses, workshops and to develop new products.



FLAMBOYAGE

ENHANCING NATURAL REFLECTS

Created based on an idea from Angelo Seminara, this is an instrument that revolutionised the approach to colour by giving free rein to creativity, providing final results with an incredibly natural look.

Flamboyage is a colouring service in Davines salons by using our Flamboyage Meche. It is a colouring tool that can enhance hair's natural reflects by creating natural patterns and blends of bright and saturated tones with natural bases.

Flamboyage Meche is an easy-to-use adhesive strip that allows for accurate yet creative colouring, by quickly and easily selecting and isolating a small random amount of hair, which remains firmly attached to the strip, creating a new surface to work on. The transparent design of the material makes it easy to check the development of the colour during the processing time.

With the support of this convenient, versatile and very user-friendly colouring tool, the colourist can obtain results that would be impossible to create with a freehand technique. Reflects can be adjusted in terms of intensity by following the needs of the customer and hair stylist.

The Flamboyage colour service guarantees an even chromatic result with minimal regrowth.



IMPRINTING

COLOUR (IM)POSSIBLE

Imprinting is the new service that creates graphic effects that were previously unthinkable, ranging from strong colour contrasts, to the most delicate subtle tones. Applied to the lengths of the hair, this is a colour service that is unprecedented on the market and offers distinctive and customisable artistic results.

The patterns created by the Imprinting service are inspired by the spectacular geometries of nature. As confirmed by science, geometries are not random: each one reflects a precise order in nature's design. These patterns have given rise to a new colour service that pays homage, with the same name, to the wonder of the universe: Imprinting is the spontaneous learning process that every mother gives, through evolutionary

instinct, to their newborns. Imprinting can be achieved in Davines Salons with two techniques.

IMPRINTING SUBLIME

Ideal for those who want a look that will allow them to choose when and how to reveal the graphic designs on the hair, giving the opportunity to dazzle through dramatic updos or casual styling shifts.

IMPRINTING VISIONARY

A complete application for the entire head. Ideal for those who want a daringly elegant look, standing out with a highly creative and dramatic final effect.





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