



**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 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



Paris, France



New York, USA



Hong Kong



Deventer, Netherlands



London, UK



Mexico City, Mexico



# DAVINES VILLAGE

## THE HOME OF SUSTAINABLE BEAUTY

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 land-

scape 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 line with the spirit that guides every activity of the Group, Davines Village has been designed to communicate a message of deep care for people and environment. Transparency, lightness, nature, sustainability, community and well-being are the key words that characterize the project and find expression through the overall design, virtuous and sustainable technical & building solutions, and wood and glass as the predominant materials.

Developed from 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.



# 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 SpA 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.

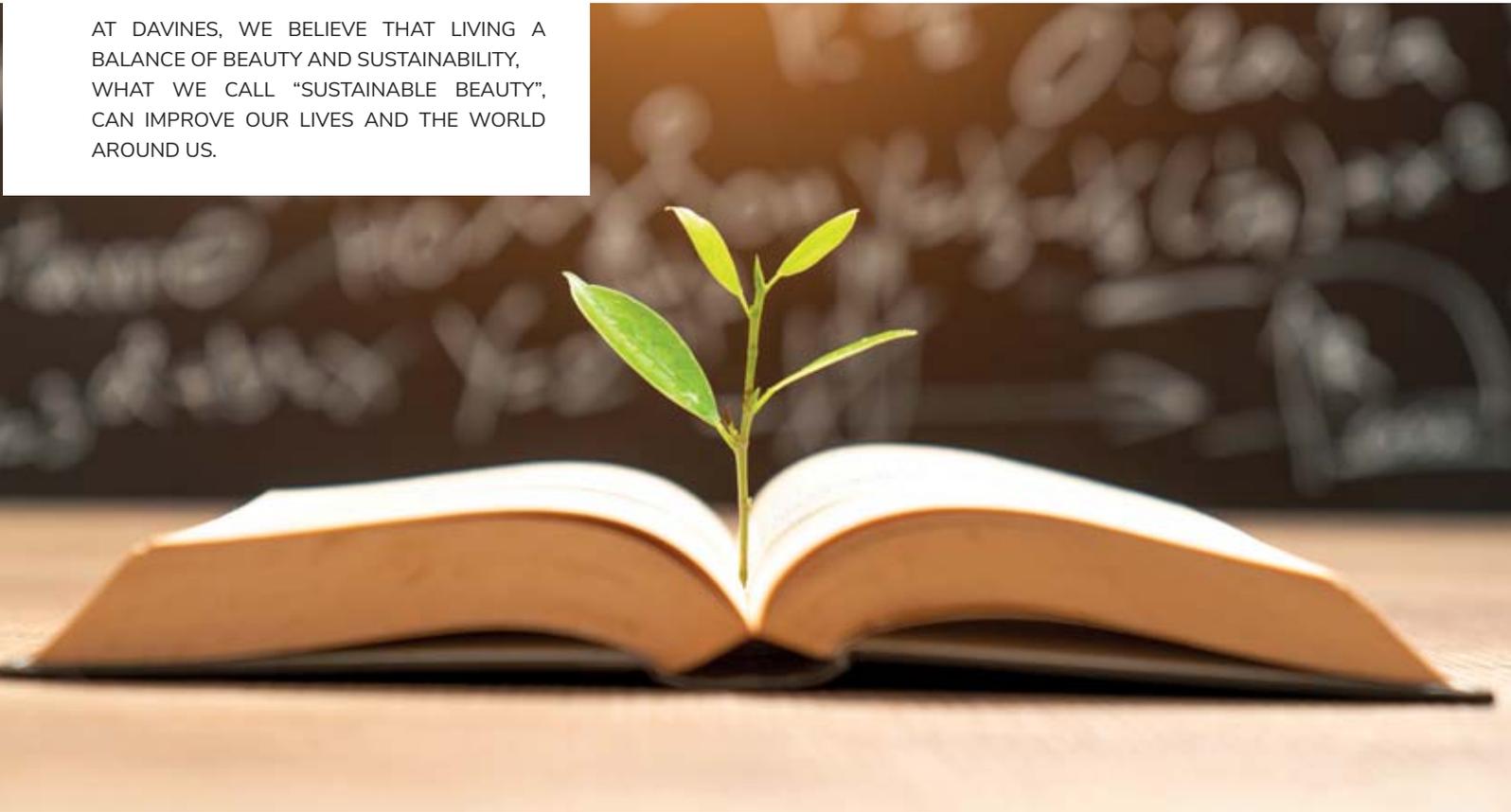
Written in 2005 by members of the Davines and [ comfort zone ] teams, with the contribution of philosopher Alberto Peretti, it does not contain

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 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;

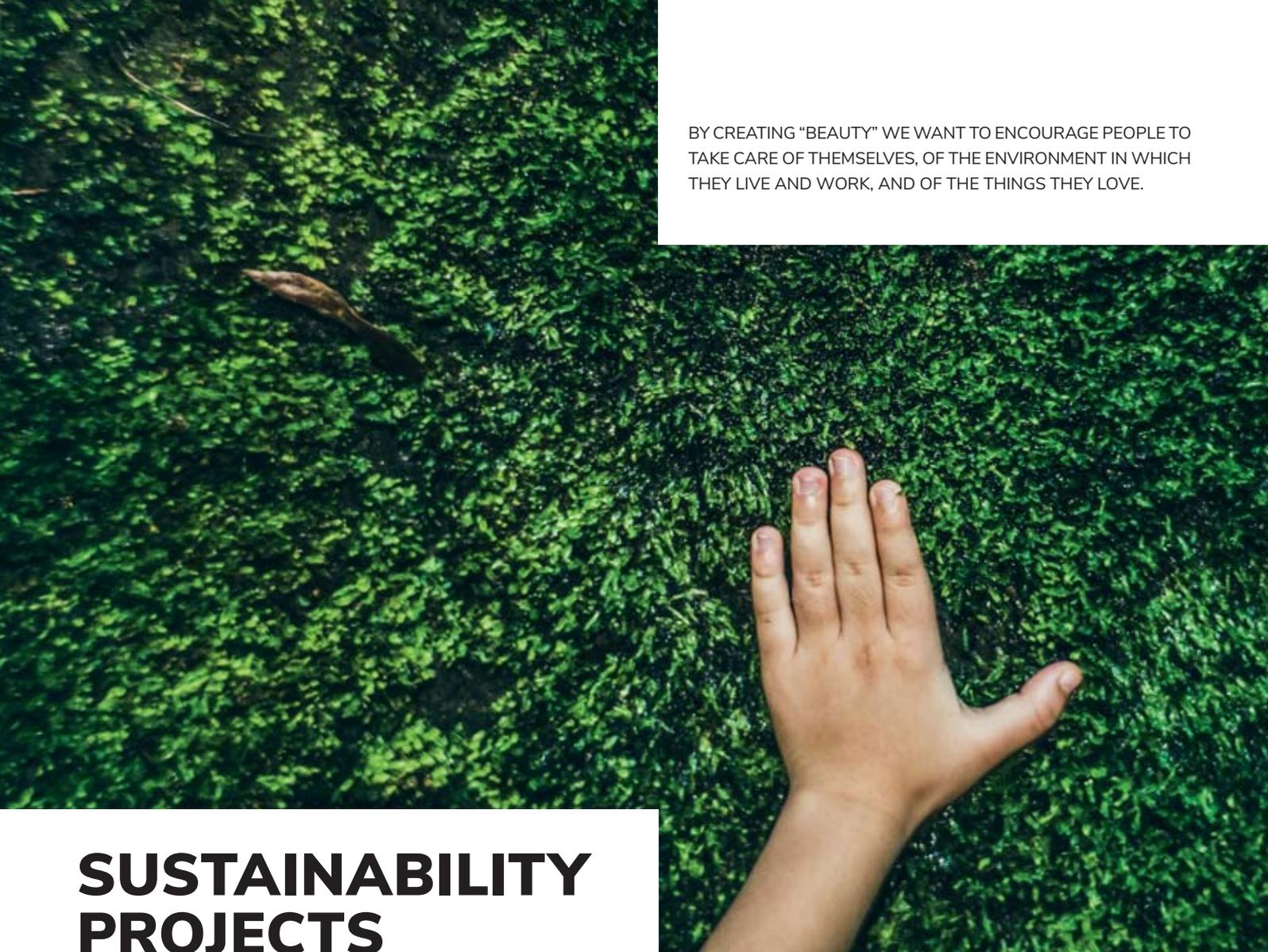
- “sustainability” in regard to the effectiveness of our products and the safety of our customers, thanks to the privileged use of natural ingredients, enhanced with cutting-edge cosmetic technologies and an artisanal spirit;

- “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.

A close-up photograph of a human hand reaching out from the right side, about to touch a vast, dense carpet of bright green moss that covers the ground. The lighting is soft, highlighting the texture of the moss and the skin of the hand.

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 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](http://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.

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.





## 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.



## 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.



## 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 investing 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.

## REPORT OF SUSTAINABILITY

As a celebration and further enhancement of our commitment to our B Corp certification, we are 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”™, 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.

Certified



Corporation







## **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 nuances, 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 associated with the production of Mask with Vibrachrom™ is carefully measured and reduced as much as possible. 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 CO<sub>2</sub> emissions. The unavoidable emissions are offset through support of global reforestation programs.

## 101 NUANCE / 12 FAMILIES

naturals - intense naturals - warm naturals - ash naturals - warm browns - cool browns - warm reds - cool reds - warm blondes - cool blondes - extrafilfts - 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 white 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.

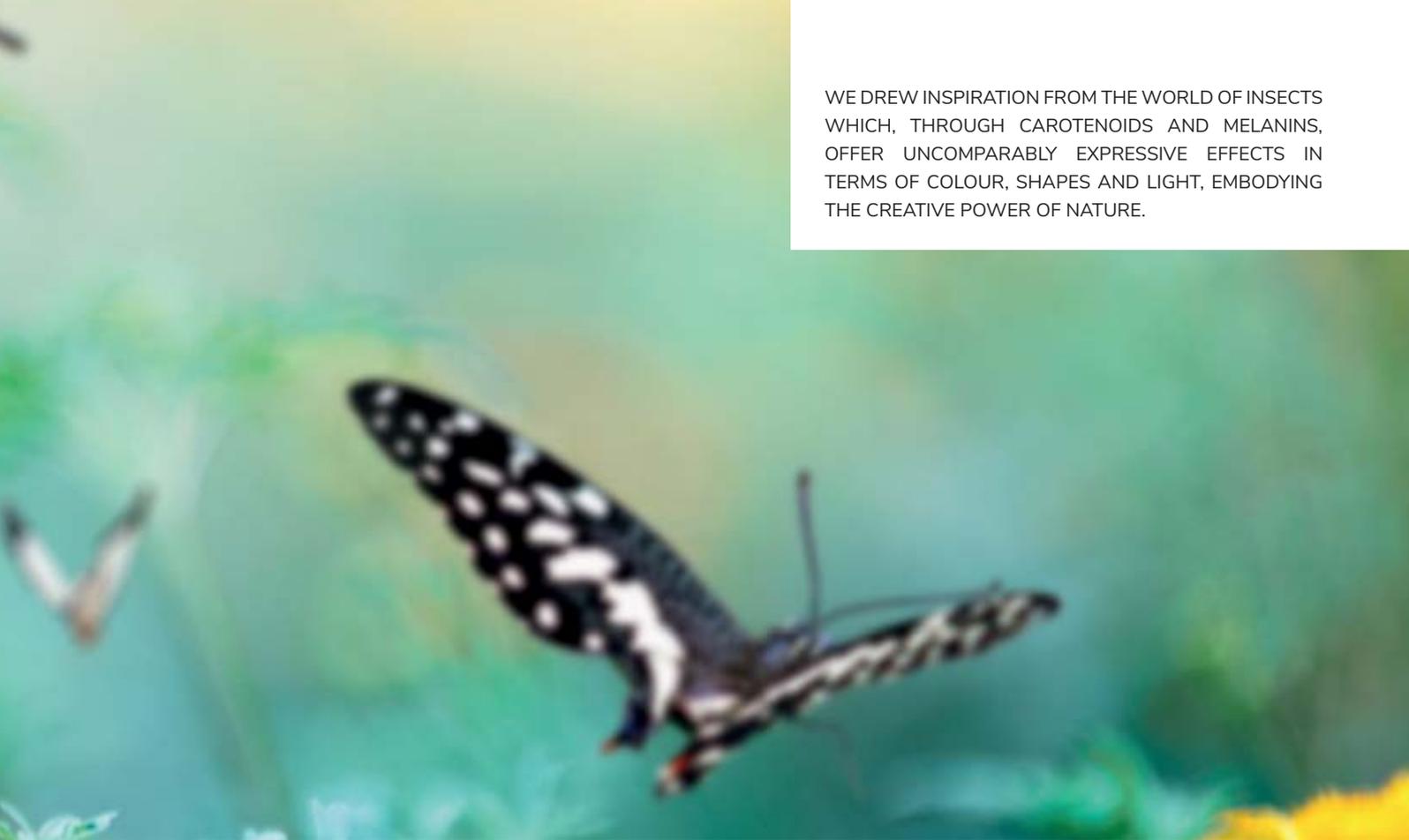
### HYDRATED HAIR WITH MULTIFACETED COLOURS

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



# THE CENTURY OF LIGHT

## NEWLY-CONCEIVED BLEACHING SYSTEM

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.

### NEW COMFORT EXPERIENCE FOR COLOURISTS AND CLIENTS

"Everything is possible through science and care" is our mantra. 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. For us, everything freely and ethically conceived through science represents The Century of Light.

**Progress** premium multipurpose bleaching powder, enriched with Hair Protective Booster\*, for partial or total bleaching, accurate and reliable results whilst fully respecting the hair structure.

**Liberty** bleaching powder for free-hand lightening techniques, enriched with Hair Protective Booster\*, the ideal support for the colourist's creative styling 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, from plant-based and renewable sources.

Also for this line, Davines offsets the carbon dioxide emissions generated by the production of packaging by supporting reforestation projects.



LIBERTY  
450 g



PROGRESS  
800 g



TOLERANCE  
900 ml



# VIEW

## DEMI-PERMANENT COLOUR SYSTEM

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.

### DELICATE COLOURING

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.

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 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

To ensure a low environmental impact for packaging, recycled plastic was chosen for the bottles.

Additionally, the environmental impact by CO<sub>2</sub> associated with the production of the line's packaging is measured and compensated through reforestation projects, making the packaging carbon neutral.



VIEW COLOUR  
60 ml



VIEW GLOSS  
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 systems, View demi-permanent colour (only 10vol.) 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.



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



# TECHNICAL PRODUCTS

## **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.



**MASK BLEACHING POWDER**  
500 gr



**PROTECTION PROVIDER**  
200 ml

BASED ON AN IDEA FROM ANGELO SEMINARA, THIS IS AN INSTRUMENT THAT REVOLUTIONISED THE APPROACH TO COLOR BY GIVING FREE REIN TO CREATIVITY, PROVIDING FINAL RESULTS WITH AN INCREDIBLY NATURAL LOOK.



# FLAMBOYAGE

## ENHANCING NATURAL REFLECTS

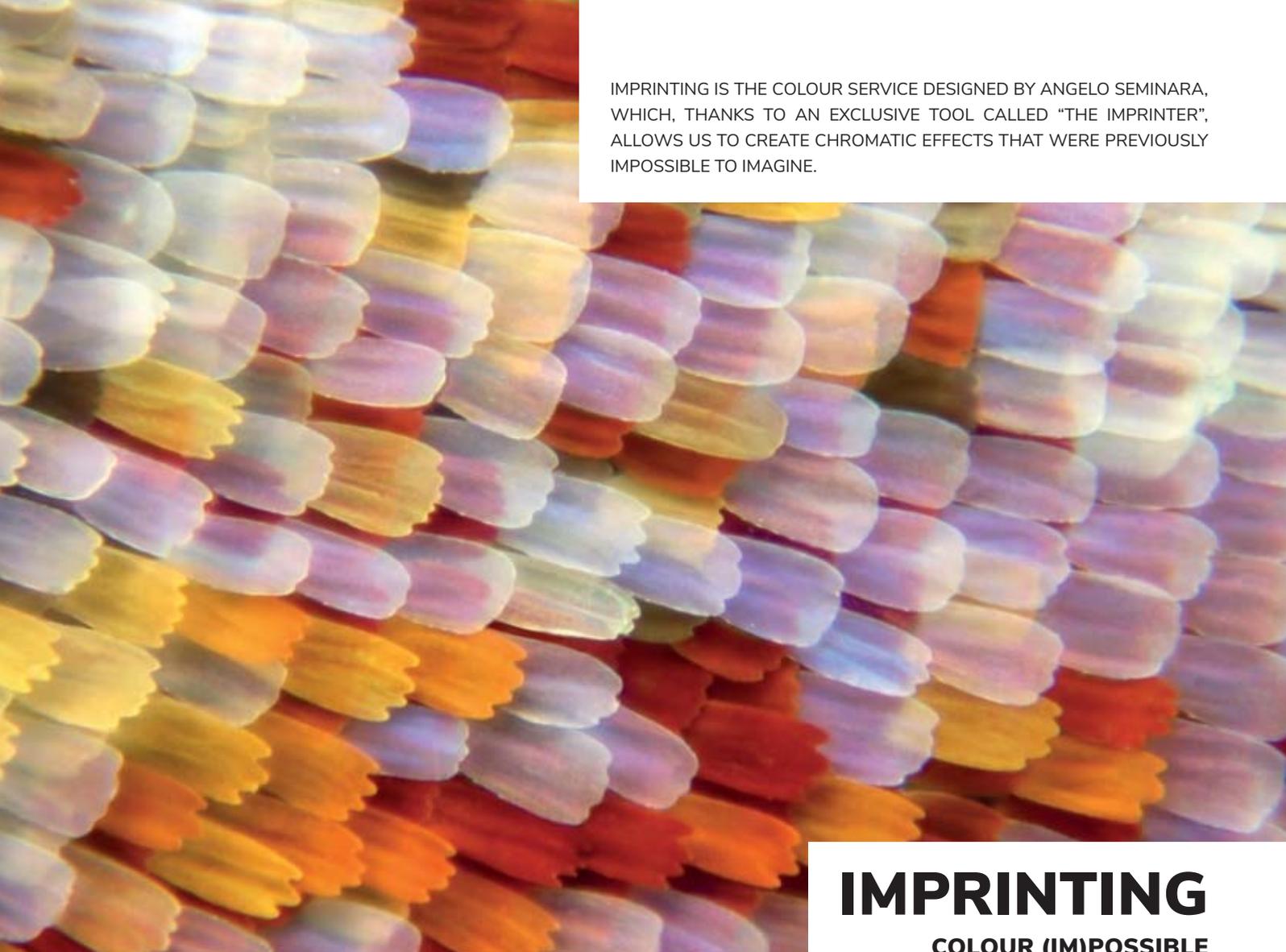
Flamboyage is a coloring service offered in Davines salons by using our Flamboyage Meche. It is a coloring tool that can enhance hair's natural reflects by creating natural patterns and blends of bright and saturated tones with natural bases.

Flamboyage Meche is an easy-to-use adhesive strip that allows for accurate yet creative coloring, 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 color during the processing time.

With the support of this convenient, versatile and very user-friendly coloring tool, the colorist 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 color service guarantees an even chromatic result with minimal regrowth.





IMPRINTING IS THE COLOUR SERVICE DESIGNED BY ANGELO SEMINARA, WHICH, THANKS TO AN EXCLUSIVE TOOL CALLED "THE IMPRINTER", ALLOWS US TO CREATE CHROMATIC EFFECTS THAT WERE PREVIOUSLY IMPOSSIBLE TO IMAGINE.

# IMPRINTING

## COLOUR (IM)POSSIBLE

Imprinting is the 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.



THE IMPRINTER BASE AND STENCIL

### 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.



# ON PROTECTION

## HAIR PRESERVING CONCENTRATE

On Protection literally means “everything about protection” to emphasize our complete approach towards protecting your hair. By using this name, we want 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.

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.

## 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 mix of maleic acid and liposol maleate that strengthens and protects the hair fibre when bleaching

## SUSTAINABLE PACKAGING

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.



ON PROTECTION  
500 ml

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

## 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 nuances 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 a colouring, perm or chemical straightening service is applied. Direct colouring is quick and flexible. All the nuances 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 colour. 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 nuances to change their intensity. Excellent to colour highlights and create intense reflects and creative solutions on bleached hair.

### SHINY AND PROTECTED HAIR

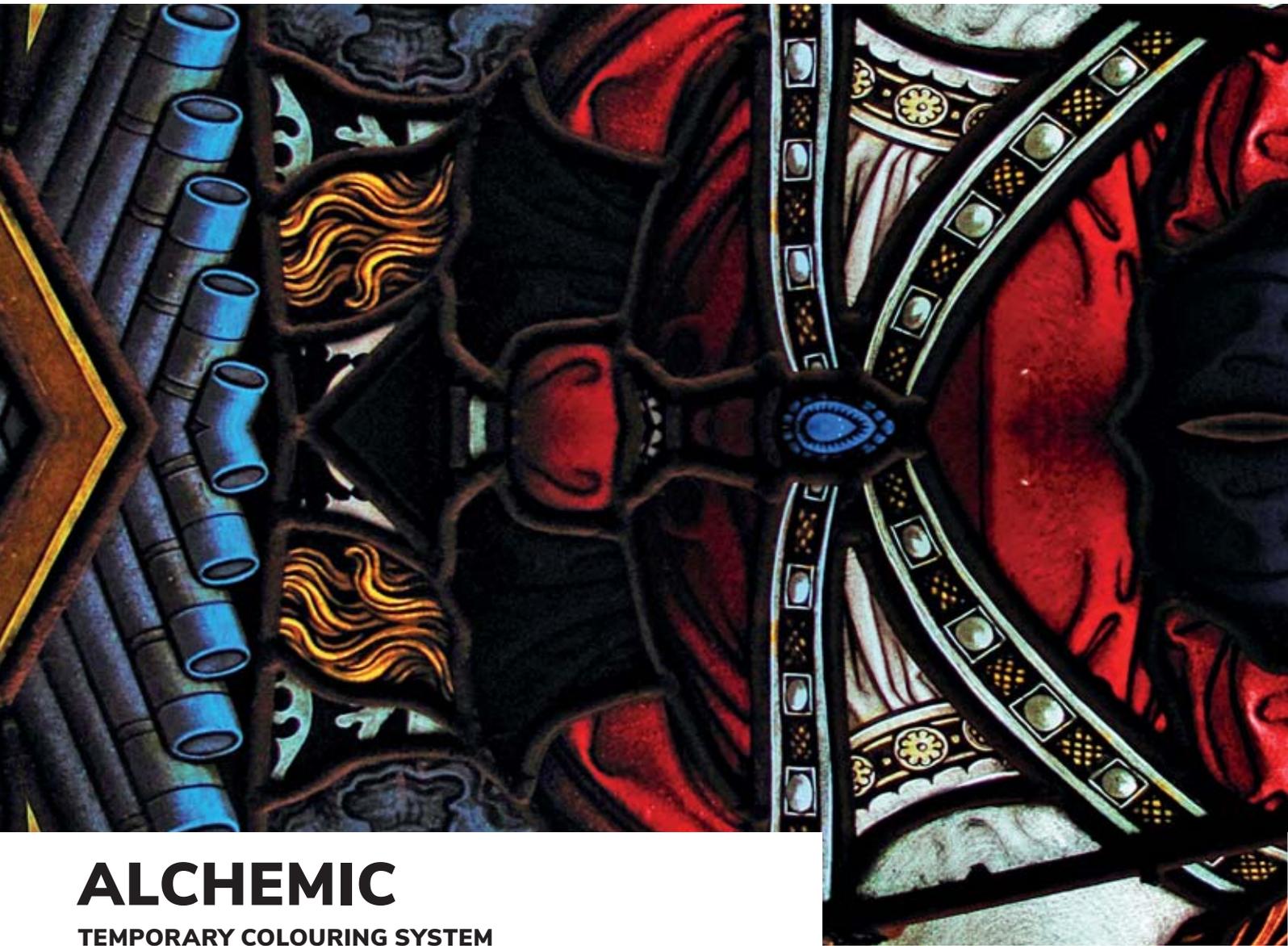
Natural pigments have a strong antioxidant action by enhancing and preserving hair reflects, while protecting its structure.

### 14 SHADES & GLOSS

Dark brown - brown - light brown - dark blond-blond - light blond - very light blond - ash - pearl-sand - golden - copper - red - mahogany - gloss



FINEST PIGMENTS  
280 ml



# 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.

### NATURALLY BEAUTIFUL COLOURS

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.

### OUR INVITE TO EXPERIMENT

Alchemic gives free rein to experimentation without a permanent effect. The 6 tones can be mixed together or used separately as desired.

### HAIR FULL OF 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 pots are made of recycled plastic for the lowest possible environmental impact. In addition, the carbon dioxide emissions deriving from the production are offset through reforestation and woodland protection projects.

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



# 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

Essential Haircare products are held in sustainable packaging made with plastic from natural origins, which we invite you to reuse when empty. The carbon dioxide emissions deriving from their production are offset with reforestation and woodland protection projects.

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, 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

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 ITS BODY AND VIGOUR.



# LIQUID SPELL

## REINFORCING BODIFYING FLUID

Liquid Spell is the new specialist for the body and strength of sensitised or fine hair, which, use after use, 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, without silicones, consists of a concentrate of amino acids, substances which are similar to the structure of hair and with the 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. Being practical and easy to use makes the product ideal also 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 its effectiveness and the offer of services in the hair salon, it can also be used in combination with other Davines products.

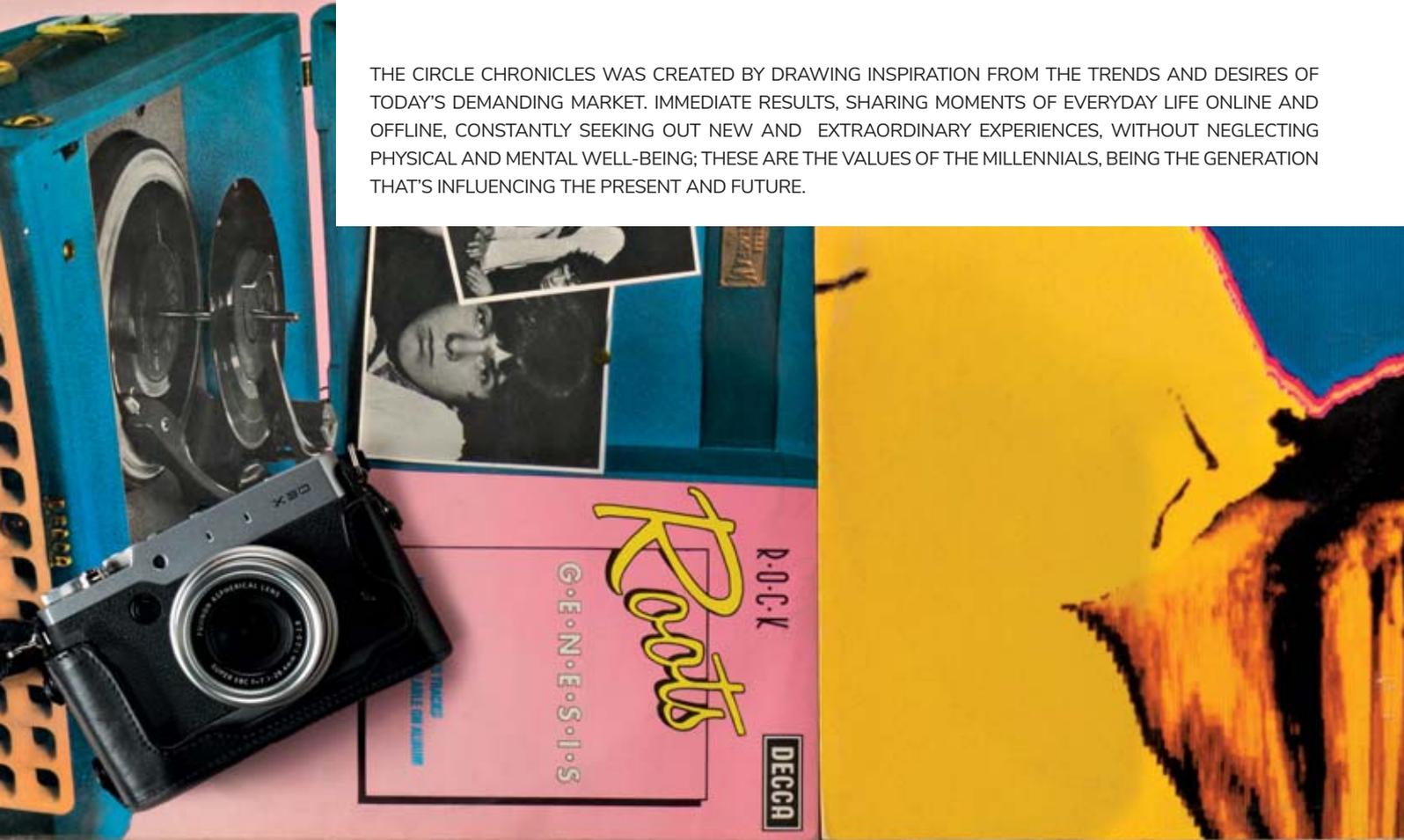
### SUSTAINABLE PACKAGING

The packaging with a modern and minimal design expresses the elegance and great value of the product. The carbon dioxide emissions deriving from its production are offset through reforestation and woodland protection projects.



LIQUID SPELL  
125 ml

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, BEING THE GENERATION THAT'S INFLUENCING THE PRESENT AND FUTURE.



# 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 reusable pocket size, allowing you to mix & match your products and bring everything you need with you wherever life takes you. The carbon dioxide emissions deriving from their production are compensated for through reforestation projects.

## MULTI-MASKING SERVICE

The Circle Chronicles was created to meet specific needs effectively. 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 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



# 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 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 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.

### SUPERACTIVES

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

### COMPLEX

In the new formulations of the Energizing and Renewing family, the Complexes were introduced. They are innovative compounds consisting of

phytochemicals 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 effectiveness of the latest generation raw materials.

### PROBLEM-SOLVING TREATMENTS

Naturaltech products have been designed to provide specific salon treatments. 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.

### 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. The containers are made with recycled plastic, while the cartons, where required, are made with FSC paper with no paint or glue to ensure greater biodegradability. The carbon dioxide emissions deriving from packaging production are offset through reforestation and woodland protection projects.



NATURALTECH IS CREATED BY A HARMONIOUS COMBINATION OF THREE ELEMENTS: NATURE, MANKIND 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.

## RENEWING

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



**RENEWING PRO BOOST  
SUPERACTIVE**  
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

STIMULATING PRODUCTS FOR SCALP AND FRAGILE HAIR PRONE TO FALLING OUT AND FOR PREVENTIVE TREATMENT AGAINST VARIOUS TYPES OF ALOPECIA



**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 RESTRUCTURING MIRACLE (IN SALONS ONLY)**  
1000 ml



**NOURISHING VEGETARIAN MIRACLE CONDITIONER**  
60 ml  
250 ml  
1000 ml



**NOURISHING HAIR BUILDING PAK**  
60 ml  
250 ml



**NOURISHING LIVING ENZYME INFUSION**  
100 ml



**NOURISHING HAIR ROYAL JELLY SUPERACTIVE**  
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 BOUNCINESS FOR 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. 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.

### ADVANCED FORMULAS

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.

### MULTIPURPOSE

Products with multiple benefits, designed to perform many functions.

### RESULTS OF 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 carbon dioxide emissions deriving from the production are offset with reforestation and woodland protection projects.

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**  
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



# 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.

### EXCLUSIVE FORMULAS

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.

### EXCELLENT PERFORMANCE

Heat protection, shorter drying time and frizz-free hair: these are the essential features of the Your Hair Assistant products, ensuring perfectly blow-dried hair. The line is intended to be used like a regimen: each product prepares the hair for the next; intensifying the result of the previous product.

### ADDITIONAL TOOLS

Tools designed to enhance the products' performance and encourage you to express yourself freely through your styling skills.

### ELEGANTLY FEMININE PACKAGING

Focusing on the pink and black contrast with a glossy finish, the packaging is also eco-friendly as we offset the carbon dioxide emissions produced to make it.

JOINING THE FORCES OF ANGELO SEMINARA'S CREATIVE DREAMS OF HIS IDEAL PRODUCTS AND OUR RESEARCH LABS' ABILITY TO TURN THEM INTO REALITY; YOUR HAIR ASSISTANT IS OUR SOLUTION TO THE DESIRE TO HAVE PERFECTLY BLOW-DRIED HAIR IN THE SALONS AND AT HOME.



**SHINE AND DEFINITION  
MASTER BRUSH**



**FULL-BODY  
MASTER BRUSH**



**VOLUME AND WAVES  
MASTER BRUSH**  
*small, medium, large*



**PREP SHAMPOO**  
*250 ml  
900 ml*



**PREP MILD CREAM**  
*200 ml  
900 ml*



**PREP RICH BALM**  
*200 ml  
900 ml*



**BLOWDRY PRIMER**  
*250 ml*



**SILKENING OIL MIST**  
*120 ml*



**VOLUME  
CREATOR  
BRUSH**



**VOLUME CREATOR**  
*9 g*



**DEFINITION MIST**  
*200 ml*



**PERFECTING HAIR SPRAY**  
*300 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. The carefully selected materials make them easy to separate and recycle. The carbon dioxide emissions from production are offset with reforestation and woodland protection projects.

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 ADDITIONAL 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



**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

STRAIGHTENING TREATMENTS FORMULATED TO GUARANTEE EXCELLENT TECHNICAL PERFORMANCE WHILST ENSURING HEALTHY HAIR.



# 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.

### ANTI-AGE FORMULAS

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

### CONDITIONING AND PROTECTIVE ACTION

Wheat proteins penetrate deep into hair and strengthen the hair's keratin structure.

### EASY AND FAST TO APPLY

The chemical process is self-adjusted to prevent "overprocessing" (i.e. when the maximum processing time is exceeded). The product allows for short processing times.

### EFFECTIVE AND PRESERVES HAIR

Balance Relaxing System is available in 2 different formulas specifically designed for fine and treated hair or natural and resistant hair. For strong, soft, bouncy and naturally shiny hair.



EXTRA DELICATE  
NEUTRALIZER  
500 ml



PROTECTIVE  
RELAXING CREAM #1  
for fine frizzy hair  
125 ml



PROTECTIVE  
RELAXING CREAM #2  
for thick curly hair  
125 ml

# BALANCE CURLING SYSTEM

PERM SYSTEM

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

**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.



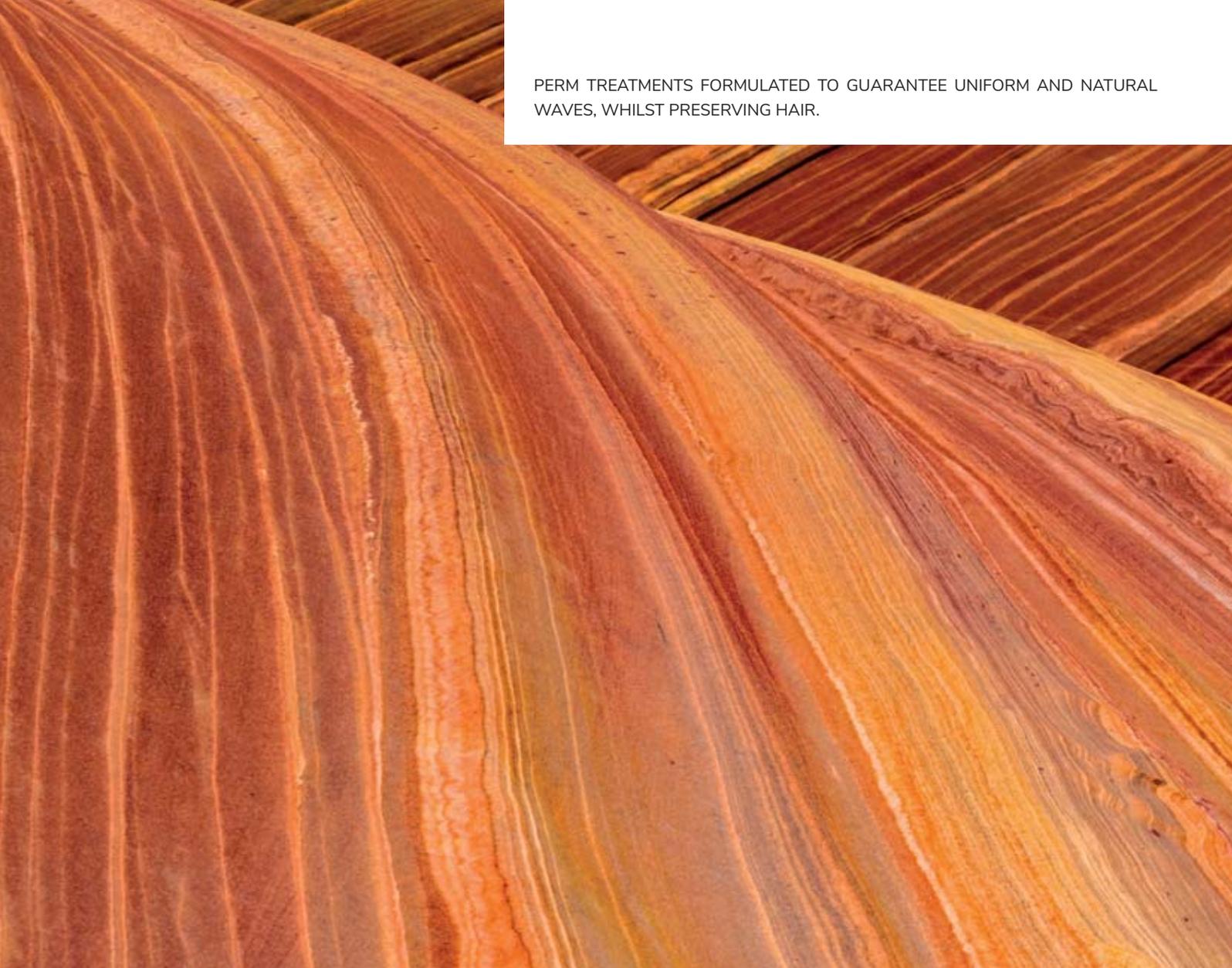
PROTECTIVE CURLING  
LOTION #1  
500 ml



PROTECTIVE CURLING  
LOTION #2  
500 ml



BALANCE  
NEUTRALIZER  
1000 ml



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 sources of heat 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



# 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 minimise 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 Chinotto 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

SU/ packaging is made with the minimum amount of plastic required to adequately protect the formulas inside them. The carbon dioxide emissions deriving from its production are offset through reforestation and woodland protection projects.

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



**SU/  
HAIR MASK**  
150 ml



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



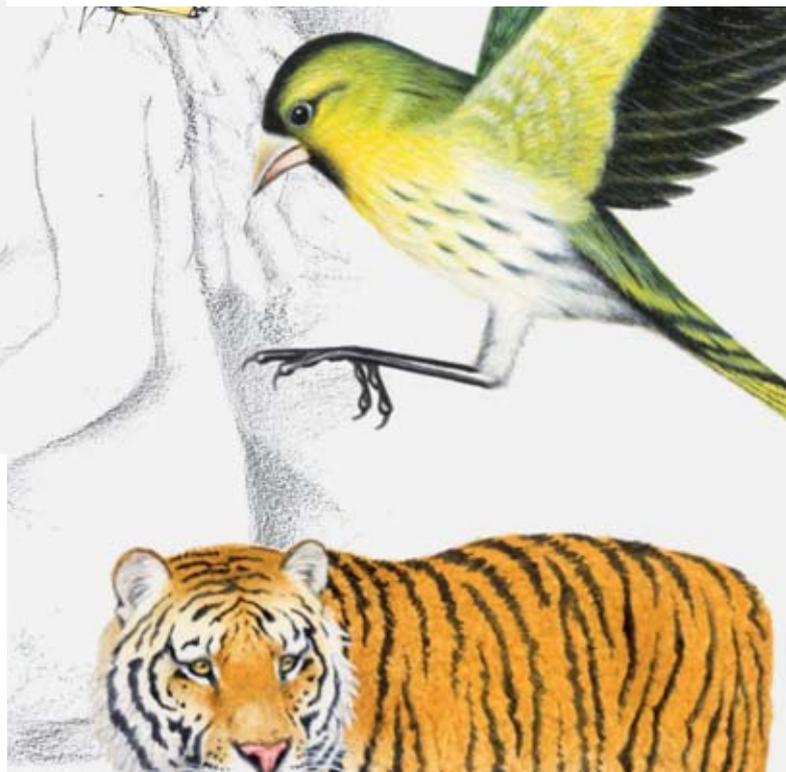
**SU/  
TAN MAXIMIZER**  
150 ml



**SU/  
AFTERSUN**  
150 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.

## UNIQUE DESIGN FOR RESALE

Ideal products for daily use or as a thoughtful gift offering authentic beauty. The carbon dioxide emissions deriving from packaging production are offset through reforestation and woodland protection projects.



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 for 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 odours, 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 unit is intended at attracting customers, cultivating their interest and allowing them to become successful by using our products; improving the quality of professional (and therefore personal) life of our customers; allowing all hair stylists to improve themselves by helping them join the Davines world. Our education programme has a modular structure aimed at providing full knowledge of how to use our products and tools devoted to coloring, 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.

### WORLD STYLE CONTEST

The international competition that gives our clients the chance to express their creativity and talent on stage.

### TRADE FAIRS AND GLOBETROTTING BOOTH

Every year we take part in various trade fairs in the Beauty sector; 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 sharing the same vision to come together.

### VIBE SHOW

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





## COURSES AND 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.

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



# ANGELO SEMINARA

**DAVINES ARTISTIC DIRECTOR & EXCLUSIVE COLLABORATOR**

**Angelo Seminara is considered an international hairstyling star; “British Hairdresser of the year” 2007, 2010, 2012 and 2016, 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.**

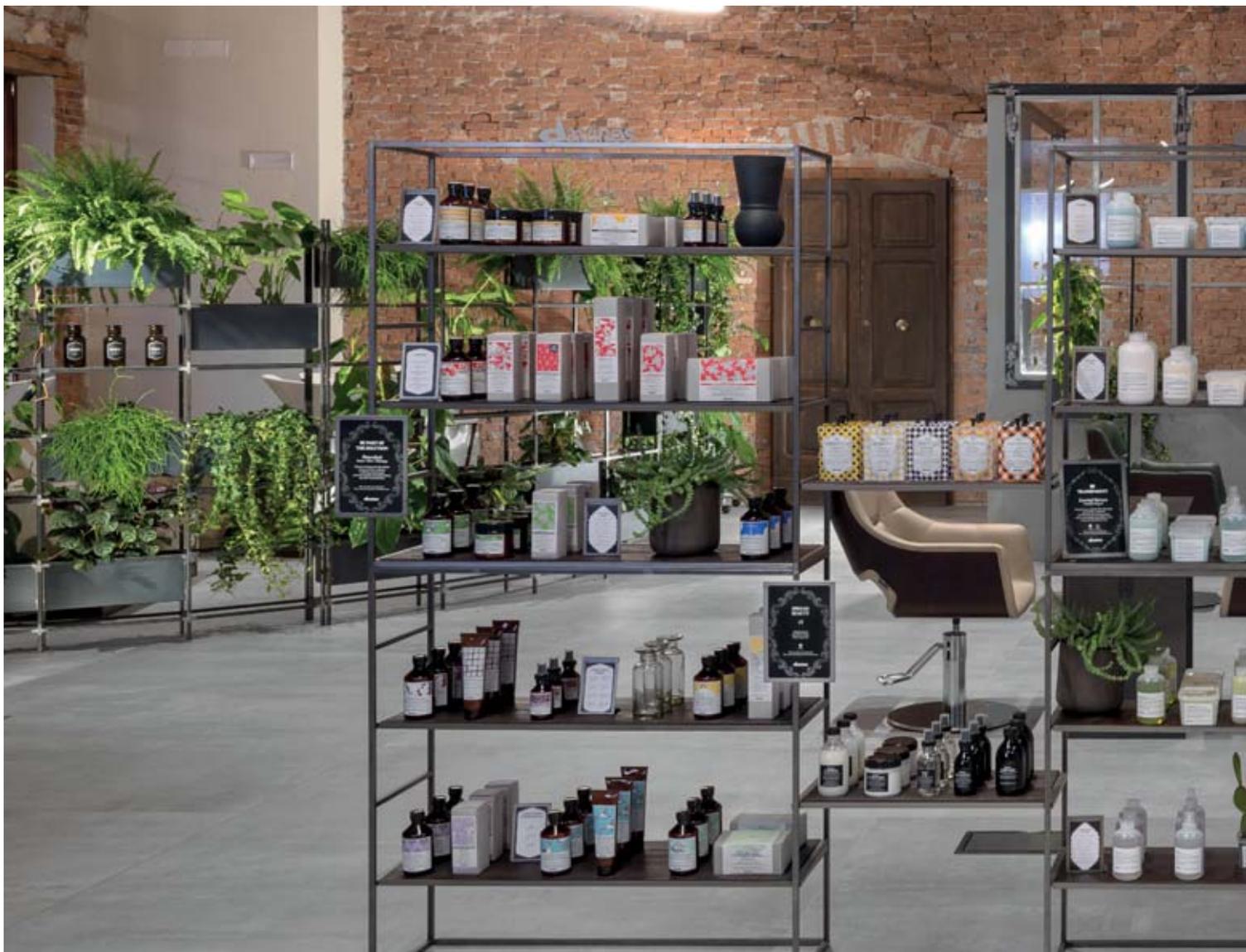
Constantly seeking new and innovative styles, Angelo Seminara regards nature and its elements as his main source of inspiration. In his creations, contrasting textures and finishes come together to create unique and highly evocative effects that constantly aim at enhancing the original beauty of women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

His refined taste, spirit of pursuit and neverending 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 and Imprinting colour system and Your Hair Assistant, the integrated system of products, 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.





## 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 wood available in two color options.

The connecting shelves are also available in three 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.

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

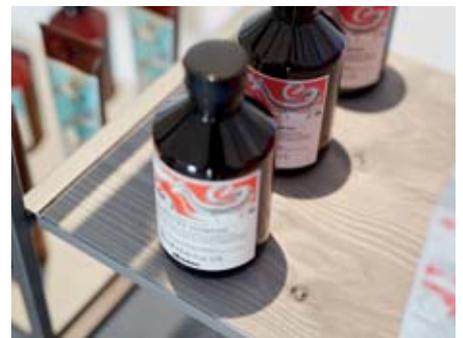
*Matteo Thun*  
MATTEO THUN & ANTONIO RODRIGUEZ  
MILANO | SHANGHAI



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



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



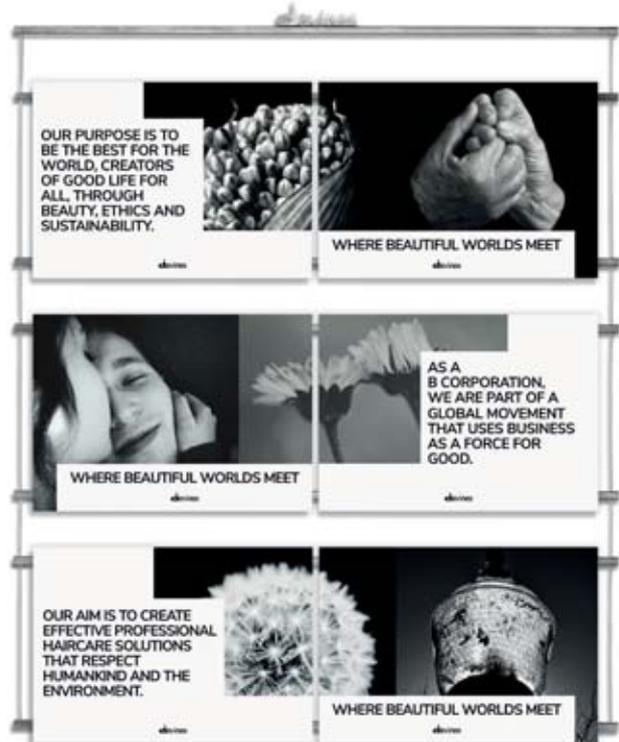
COUNTER DISPLAY A4  
DIM 21X30CM  
BASE DIM 18,5X21CM

travel space most loved  
try me new  
gift space today's special

AREA IDENTIFIER KIT



TUBE HOLDER  
DIMENSIONS: 29.5 X 17.2 X 4 CM



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



# DAVINES SALONS WORLDWIDE



▲ WYATT, JOHANNESBURG



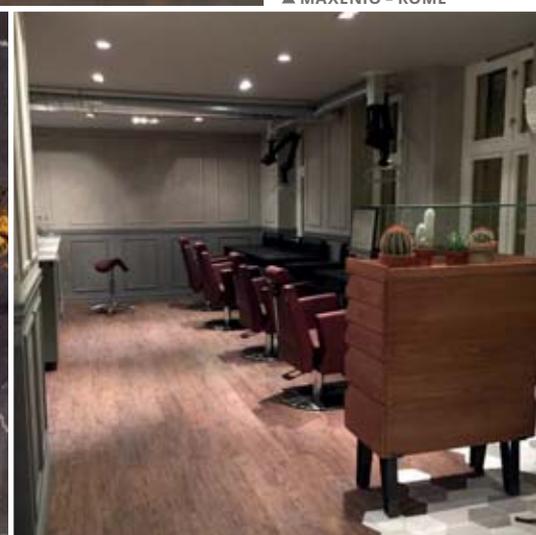
▲ MAXENIO - ROME



▲ ESPACIO ISAAC SALIDO - MADRID



▲ AENIMA HAIR - PARMA



▲ 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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