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

2007  Creation of the Sustainable Beauty concept and drafting of the “Sustainable Beauty Manifesto”.

2010  Davines Academy opens in London.

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

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

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


SUSTAINABLE BEAUTY MANIFESTO

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

BEAUTY

Our ideal of beauty finds its inspiration in the concept of equilibrium between substance and shape. Our style is inspired by simplicity, harmony and good taste. The beauty that we believe in is based on appreciation for individuality, celebration of diversity and freedom of expression. So we praise the grace, elegance and distinct characteristics that make each of us who we are. This is why we consider ourselves as a tool for our customers to express their own uniqueness.

By creating “beauty” we want to encourage people to take care of themselves, of the environment in which they live and work, and of the things they love. Our multicultural curiosity motivates us to explore the many truths of our world. We like to be in tune with the present while still remaining fresh over time.

SUSTAINABILITY

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

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

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

In summarizing, “beautiful and good” – as the ancients referred to the inseparable unity between exterior and interior beauty – is another way to say “Sustainable Beauty”. And “Sustainable Beauty” is another way to say Davines.
DAVINES VILLAGE

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

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

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

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

THE BUILDINGS

In keeping with Davines’ spirit, the Davines Village has been designed to convey a message of care for people and the environment. Transparency, lightness, nature, sustainability, community and well-being are the guiding principles of the project, expressed through the overall design, which consists of sustainable technical and construction solutions and by the choice of glass and wood as predominant materials. Developed around the concept of “home”, the structure of the Davines Village reinterprets the archetypes of typical dwellings of Italian rural areas in a contemporary way.

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

THE GREEN AREAS

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

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

The scientific garden’s 3,000 square metres are a place of constant inspiration where plants can thrive, and humans, by observing, can study their related scientific nature. This creates a dynamic environment that takes science to a human scale to offer a tailored product that meets the scientific goal. The garden also plays an educational role by showing visitors the natural ingredients used in Davines and Comfort Zone formulas and is a place where to recharge one’s soul to offer employees and guests a moment to connect with nature.

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 through small and big initiatives in support of the environment, culture and communities.

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

The fourth edition, which ended in January 2020, has so far collected more than 60 projects from 20 different countries.

From protecting the seas, to planting new forests, from educating children to respect the environment, to the maintenance of abandoned archaeological sites. These and many others are the candidate projects for I Sustain Beauty this year. The winner will be rewarded with a refund of up to 10’000€ of the expenses incurred to finance the project.

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

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

RESEARCH CHARTER

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

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

Packaging is essential to contain, preserve and protect products. We do everything we can to minimise the impact of our packaging; we design it carefully to not waste resources and in addition we also offset CO2eq emissions resulting from the entire lifecycle of our packaging - material sourcing, transportation, production and end of life - to truly show our attention to the environment.

At Davines, we try to minimise the use of materials without compromising the technical aspects designed to protect the product. Whenever we can, we strive to only use primary packaging to avoid additional external packaging. If external packaging is necessary, we choose materials that are or can be recycled or compostable. We also strive to use packaging made from one single material which can easily be separated to make recycling easier, as well as simplify the actual subsequent recycling process.

From our packaging suppliers we demand not only high quality but also collaboration to design solutions that reduce size, thereby streamlining logistics to reduce waste and carbon dioxide emissions.

To us, this is also a way of showing respect for those who choose us. In 2019: 55.8% of materials used for our plastic packaging (primary, secondary and tertiary) were bio-based plastic (26.3%) and recycled plastic (29.5%), with a decrease of almost 12% in virgin plastic since 2018.

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

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

With the EthioTrees project, the Davines Group supports the regeneration of land and forests in Ethiopia, offsetting the CO2eq emissions deriving from our activity, whilst at the same time helping local rural communities have easier access to drinking water. The northern plateau of Ethiopia is at risk of deforestation but with great potential for ecosystem restoration, which is why we have chosen it for our project.

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

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

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

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

ETHIOTREES

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

Thanks to EthioTrees, Davines offsets:

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

RENEWABLE ENERGY

Today it is common knowledge that fossil fuel resources are limited and, more importantly, that they release carbon dioxide into the atmosphere when used.

We have instead chosen an energy alternative that does not further effect the environmental balance for future generations.
B CORP

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

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

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

BENEFIT CORPORATION

On September 19th 2019, Davines became a Benefit Corporation. Benefit Corporations, known as “Società Benefit” in Italian, constitute an evolution of the corporate legal form. Becoming a Benefit Corporation means redefining the company’s goals in statutory terms, voluntarily going beyond the traditional aim of generating profit and giving equal importance to the aim of making a positive impact on society and the environment.

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

SUSTAINABILITY REPORT

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

The Sustainability Report is the company official reporting document dedicated to actions and improvement plans through sustainable development, with activities and objectives contributing to the United Nations’ Sustainable Development Goals. The initiatives mentioned in the report cover a wide range of typology of impact – environmental, social and economic sustainability – and results obtained to the benefit of our stakeholders: clients, suppliers, distributors, collaborators and the community.

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

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

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

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

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

MASK WITH VIBRACHROM™
Conditioning colouring system

Mask with Vibrachrom™ is a permanent cream-based colouring system that combines the best properties of nature with concepts from the world of cosmetics and textiles. From nature we used quinoa protein extract, which increases the absorption of colour and guarantees that the hair fibres lock in colour over time; from the world of cosmetics comes a natural vegetal conditioning factor, rich in Omega 9 that guarantees bright and vibrant colours, and, from the world of textiles, a phospholipid carrier never before used in cosmetics, which facilitates the penetration of pigments into the hair, guaranteeing uniform colour from roots to ends. The environmental impact from the production of the packaging for Mask with Vibrachrom™ has been measured and reduced as much as possible.

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

THE CENTURY OF LIGHT
Innovative bleaching system

With our 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 products to provide a solution to all technical and creative needs for bleaching and lightening. The line provides a variety of formulas and textures with the right lightening power and maximum care for the scalp and hair structure, thanks to the Hair Protective Booster*. This technology is the result from studies at our Laboratories, reinforcing and protecting the hair fibre when bleaching. 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 comes in a bottle made of green plastic (bio-based polyethylene) from plant-based and renewable sources. Fully recyclable.

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

VIEW
Demi-permanent colour system

View is Davines’ 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 49 shades made with 88-93% natural ingredients, which are also 95-99% biodegradable.

The products are enriched with natural polyglycerols, which have never before been used in the world of 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.
**TECHNICAL PRODUCTS**

**FINEST PIGMENTS**
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. With their strong antioxidant power, natural pigments enhance and preserve hair’s reflects and protect its structure. The bottles are made from recycled plastic for a lower environmental impact.

**ACTIVATOR**
Activators for technical services

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

**ALCHEMIC**
Temporary colouring system

Alchemic shampoos and conditioners are designed to intensify and brighten colour on both natural and coloured hair, thanks to highly biodegradable and natural-derived formulas, with a high concentration of direct pigments. Available in six colour families composed of a shampoo and a conditioner. Alchemic Creative Conditioners are available in five colours designed to create or enhance creative chromatic results on light blonde natural hair and lightened hair up to a platinum blonde, while providing a conditioning effect. Highly sustainable and free from silicones, the formulas combine excellent performance with the quality of carefully selected ingredients, respecting both man and the environment. Alchemic bottles and jars are made from recycled plastic for a lower environmental impact.

**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.
**WELL-BEING PRODUCTS**

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

Naturaltech is a range of products and treatments specifically formulated to prevent and resolve the most common skin and hair conditions, helping them regain the balance to restore their natural healthy state. The Naturaltech formulas contain phytoceuticals, active biological compounds only found in plants, having exceptional antioxidant, anti-inflammatory properties. These properties also have an effect on human beings and are effective in countering free radicals. Naturaltech bottles and jars are made from recycled plastic, whereas the labels are made with plastic from renewable plant-based sources (sugar cane) for a lower environmental impact. The secondary packaging, when required, is made with FSC recycled paper without paint or glue to guarantee higher biodegradability.

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**OI**
Absolute beauty

OI is a product range dedicated to absolute beauty for all types of hair and skin. Designed for a balance between the sensorial experience, multi-benefit formulas and efficacy, the assortment has immediate cosmetic effect from first use, respecting both mankind and the environment. All OI products contain Roucou Oil, coming from a plant in the Amazon with an antioxidant action and properties which counter free radicals.

OI jars and bottles are made with post consumer recycled plastic. All OI packaging is recyclable.
ESSENTIAL HAIRCARE
Daily haircare

Essential Haircare is a range of products for daily haircare with antioxidant and protective properties. It consists of nine families with simple and descriptive names that come from the abbreviation of their function. Essential Haircare is made with high percentages of natural ingredients that are easily biodegradable to minimize the environmental impact. Each range meets the specific needs of different hair types and offers an immediate cosmetic treatment. The products in each family contain an active ingredient from the Slow Food Foundation for Biodiversity Onlus. The bottles used for the Essential line are made with plastic from renewable sources and vegetable origin (sugar cane), called bio-based PE. The packaging is fully recyclable.

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

We all live our busy lives through a wide variety of situations and experiences, and as a result of this, our scalp and hair have specific needs. The Circle Chronicles is the ideal solution for wherever your life may take you; a line of scalp and hair masks designed to be active, effective and eclectic for treatments in the salon or at home. 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. The Circle Chronicles are available in a convenient and foldable pack.
Heart of Glass is our range dedicated to the care of natural, bleached and chemically treated blondes. Blonde hair, often particularly dry, dull and stressed by chemical treatments and everyday beauty routine, is deserving of special nourishing, reinforcing, repairing and brightening treatments.

**HEART OF GLASS**
Whatever blonde you like to be, we’ll stand by you

**SILKENING SHAMPOO**
- 30 ml
- 250 ml
- 1000 ml

**INTENSE TREATMENT**
- 50 ml
- 150 ml

**RICH CONDITIONER**
- 90 ml
- 250 ml
- 1000 ml

**SHEER GLAZE**
- 250 ml

Davines Authentic Formulas is a range of multipurpose products full of natural ingredients and formulated for use on hair, face and body. All products are extra gentle and carry out their function flawlessly by cleansing, moisturizing, protecting and nourishing all types of hair and skin, as well as providing a deep feeling of well-being. All products in the Davines Authentic Formulas assortment are made with very high percentages of natural ingredients and biodegradable surfactants. Formulas have no artificial colourings, silicones and mineral oils.

**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
- 143 ml

**DAVINES AUTHENTIC BUTTER**
- FACE / HAIR / BODY
- 200 ml

Pasta & Love is the new Davines line dedicated to men’s grooming with three multifunctional products containing a high percentage of natural ingredients designed for those who savour life. The Pasta & Love bottles are partially made from recycled glass (34% post-consumer and 24% from industrial waste) for a lower environmental impact.

**PASTA & LOVE**
Mens Grooming Line

**PRE-SHAVING & BEARD OIL**
- 50 ml

**SOFTENING SHAVING GEL**
- 200 ml

**AFTER SHAVING & MOISTURIZING CREAM**
- 100 ml

A Single Shampoo represents our best effort in maintaining professional quality while optimizing sustainability. To do so, we followed the principles of SLCA, Sustainable Life Cycle Assessment, which is a procedure that evaluates all possible impact on natural resources, environment and society during the entire life cycle of a product, from raw materials and production, excluded use phase. The bottle is made of recyclable plastic from sugarcane, a renewable source, produced with 48% less plastic than the average competitor for an equal sized bottle, furthermore the packaging is completely recyclable. This is our first carbon offset product, the CO2 generated by raw materials, production, packaging, transport, and final disposal is offset through the EthioTrees reforestation project promoted by Davines.

**A SINGLE SHAMPOO**
Our best union of performance and sustainability. For now.

**LIQUID SPELL**
Reinforcing bodifying fluid

**LIQUID SPELL**
- 50 ml
- 125 ml

Liquid Spell is our special ally for sensitized or fine hair that needs strength and extra body. With each application, hair regains its original health and shine. Liquid Spell’s precious liquid formula turns into a rich mousse that visibly transforms the quality of the hair fiber. The 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 Liquid Spell bottles are made with recycled plastic, called R.PET.
"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. All bottles of the more inside line are made using plastic from renewable sources and, together with the careful selection of materials used, make the products easy to recycle. The product wrapping paper is FSC Recycled Certified.

### MORE INSIDE

Designing creative styling

BOUCLÈ BIOWAVING SYSTEM

Waving system

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

### BALANCE CURLING SYSTEM

Perm system

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

### RETAIL PRODUCTS

SU/

Hair and body sun care

SU/ is a range of products with moisturizing and antioxidant properties to protect hair and skin from the damage of free radicals caused by exposure to the sun, sea and environmental factors. Each formula is made with high percentages of natural ingredients that are easily biodegradable to minimize the environmental impact and combine sustainability with exceptional results. The bottles used for the SU/hair&body wash and tubes are made with plastic from renewable sources and vegetable origin, called bio-based PE. All SU/line packaging is fully recyclable.

**HAIR REFRESHER**

Dry shampoo

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

With natural active ingredients like rice flour, having highly hydrating and absorbent properties.
Tom Connell is a young, talented and very passionate hairstylist, dedicated to exploring and experimenting with anything that can be done with hair. In his work, attention is focused on the creative process to achieve unique, top-level results.

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

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

His style consists of unique pieces, individual identities that have their own story outside the concept of fashion and thus always have a contemporary feel, entirely in line with Davines’ style. The combination of Davines’ image, its way of communicating and its commitment to environmental and social sustainability struck a chord with Tom, forging this new professional path. His support will promote the brand's style identity. He will also be supervising and helping develop products and company projects.

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

DAVINES HAIR ART DIRECTOR

TOM CONNELL
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