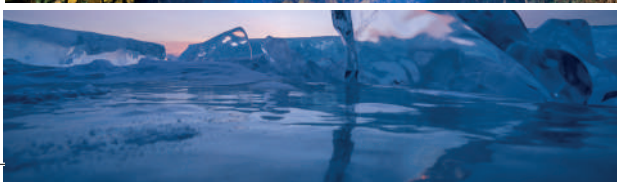
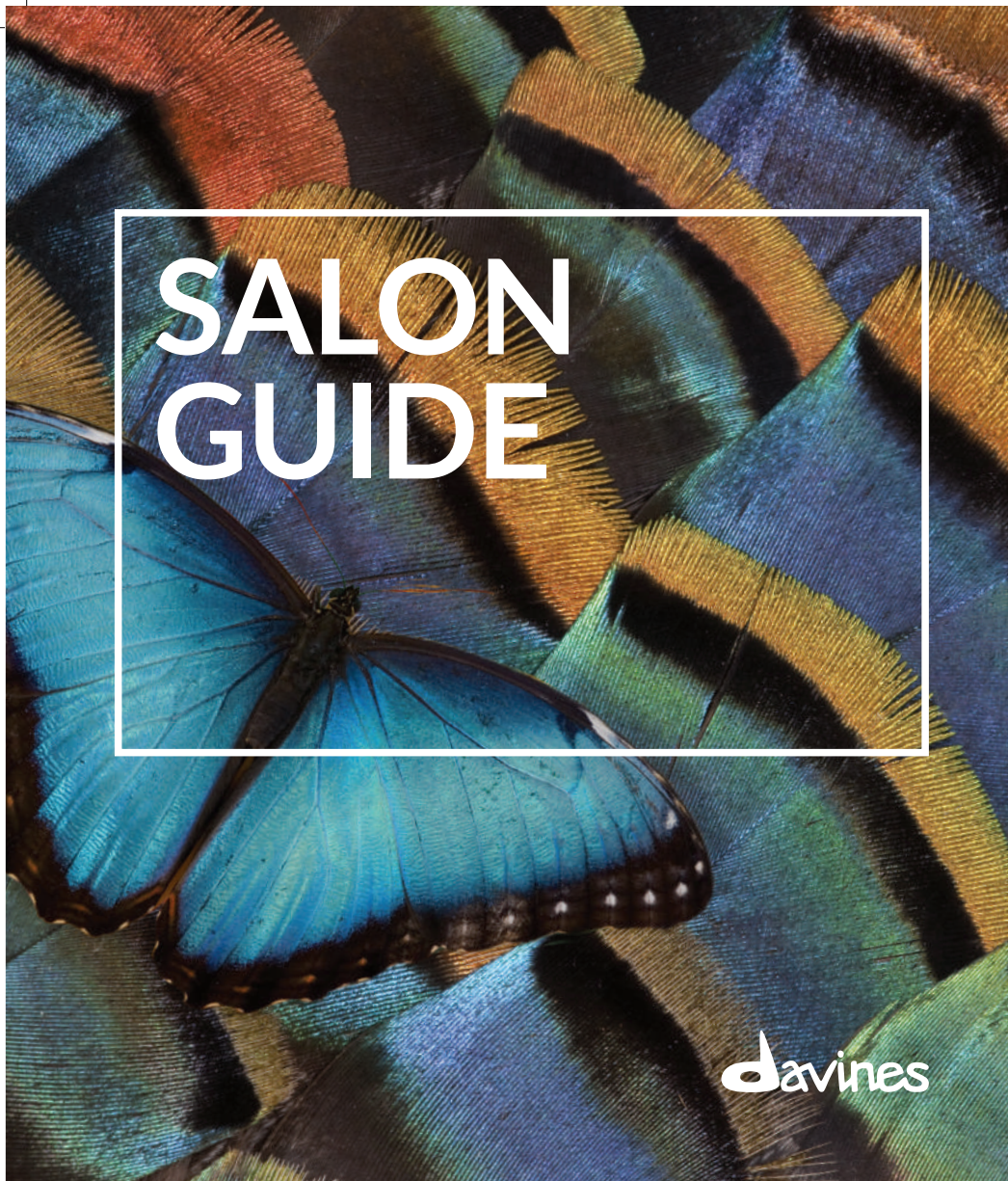
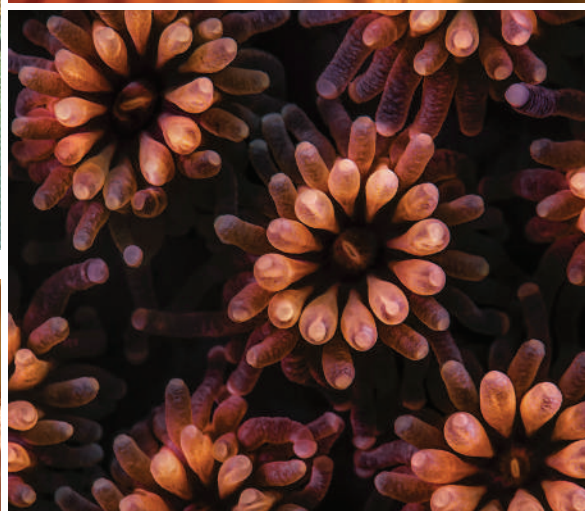
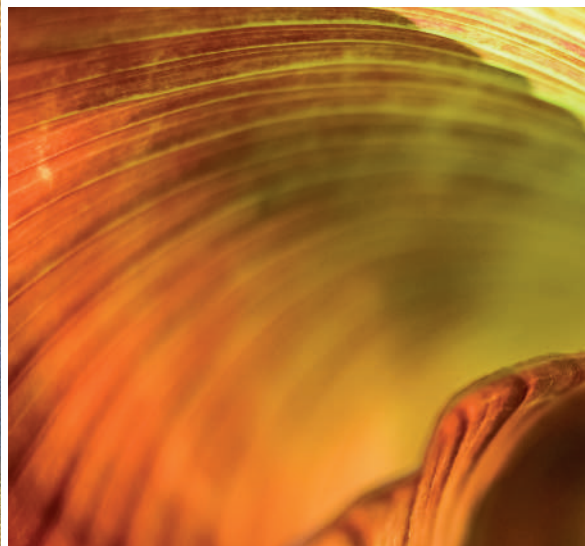


SALON GUIDE

davines





OUR HISTORY



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



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 and New York.

2006

The new branches in Paris and London are opened. Creation of the Sustainable Beauty concept and drafting of the "Sustainable Beauty Manifesto".

2007

The new branch in Mexico City is opened.

2010

Davines Academy opens in London.

2013

Davines Academy opens in Paris. Opening of the new branch in Deventer, Netherlands.

2015

Opening of the new academy in New York. Our brand is distributed in about 90 different 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 neutralize the carbon dioxide through reforestation projects.

2018

Davines Group Village opens. All Davines Group offices worldwide become carbon neutral. All our product packaging becomes carbon neutral, i.e. we neutralize the carbon dioxide generated by the production of our packaging through reforestation projects. The new branch in Hong Kong is opened.

2019

The Italian headquarters and the North American branch gain the status of Benefit Corporation.

2020

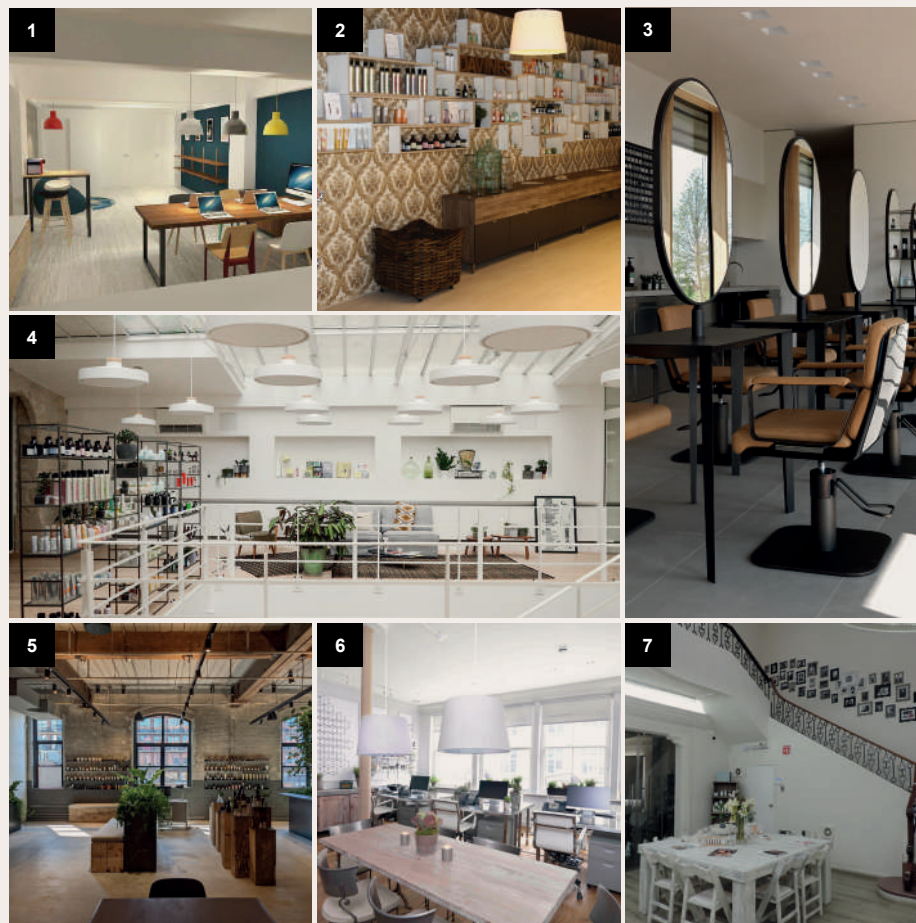
The Group obtains B Corporation recertification. Sponsorship of the World Happiness Report. Co-creation of the Regeneration 20/30 alliance.

2021

As a brainchild of Paolo Braguzzi, former CEO of the Davines Group, together with other 26+ beauty B Corps, we launched the B Corp Beauty Coalition to influence the beauty industry to trigger broader changes which can ultimately improve its social and environmental footprint. In the same year we have started EROC: the new project with Rodale Institute about regenerative agriculture.

2023

Davines Group and its almost 800 employees worldwide celebrate 40 years of history and achievements. The new branch in Düsseldorf is opened.



1 Hong Kong, China | 2 Deventer, Netherlands | 3 Parma, Italy | 4 Paris, France | 5 New York, USA | 6 London, UK | 7 Mexico City, Mexico

CARTA ETICA



NEW BLOSSOMING

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

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

Written in 2005 by members of the Davines and [comfort zone] teams, with the contribution of philosopher Alberto Peretti, it does not contain rules or instructions, but rather proposals and suggestions for a fair ethical conduct at work to ensure a better quality of life for all. In 2017, the importance of sharing a set of values that guide and inspire employees led us to this new approach, again under the guidance of Prof. Peretti and with the involvement of our international branch offices. This extraordinary process of ethical reflection and discussion is not intended as a second edition of our previous Code, but rather as an evolution of the company’s ethical principle. We draw inspiration from the old

philosophy that brings “beauty” close to “good,” which has informed our fundamental definition and vision of both. This concept has continued to inspire our corporate life, products and services, and relationships with suppliers, partners and customers.

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

SUSTAINABLE BEAUTY MANIFESTO



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 a tool for our customers to express their own uniqueness. By creating “beauty” we want to encourage people to take care of themselves, of the environment in which they live and work, and of the things they love.

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

SUSTAINABILITY

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

- » “sustainability” as a commitment to have a positive impact on the environment and society;
- » “sustainability” in regard to the effectiveness of our products and the safety of our customers, thanks to the privileged

use of natural ingredients, enhanced with cutting-edge cosmetic technologies and an artisanal spirit;

- » “sustainability” in regard to “freedom of creation”. Our decisions are led more by “**intuition**” than “calculation”. Our **pioneering spirit** guides us to explore ideas beyond trends. At Davines, every idea is born free and then developed with authenticity, in harmony with our values;
- » “sustainability” in regard to “**ethics**”, which in ancient Greek means “house, shelter, lair”. Honored of being a family company, we make our professional environment a home where to develop oneself and create sincere and trustful relationships with others, based on transparency and aware of our interdependence.

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

DAVINES VILLAGE THE HOME OF SUSTAINABLE BEAUTY



The Davines Village is our new headquarters just outside Parma. Designed by the MTLC studio run by renown architects Matteo Thun and Luca Colombo, it is the most tangible embodiment of the values of beauty, sustainability and well-being that drive our company. “The soul of Davines expresses itself through its deep values. The Davines Village is their symbol: a company headquarter that exemplifies the concept of Sustainable Beauty that we pursue with ever stronger commitment and passion. The virtuous architectural design has turned into a reality that puts the well-being of the people who work here at its centre and represents a place where ethics and aesthetics coexist in harmonious balance.” - Davide Bollati, Davines President. The complex,

built on a surface area of 77,000 square metres, dedicates approximately 11,000 square metres to offices, an education center, the R&D laboratory, production plant and a warehouse. At the center of the complex lies a large glass building, a luminous “greenhouse” with a modern, light architectural style, housing a restaurant and co-working space for employees: the beating heart of the company. The remaining area, approximately 80% of the total space, designed by the Del Buono-Gazerwitz landscape architecture studio, is dedicated to various green spaces, including a scientific botanical garden where some of the plant species used in our cosmetic formulas are grown. 100% of the electricity used in the production site of the Davines Village comes from renewable sources.

THE BUILDINGS

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

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

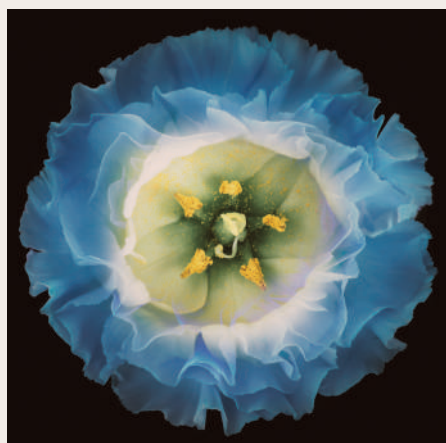
THE GREEN AREAS

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 GARDEN

The scientific 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.

OUR SUSTAINABILITY EFFORTS



REGENERATIVE ORGANIC AGRICULTURE AND EROC

Regenerative organic agriculture is a system of farming principles and practices that seeks to rehabilitate and enhance the entire ecosystem of the soil.

Building upon organic as a baseline, this method of growing food, fibre, and ingredients approaches farming as a holistic system, does not use synthetic pesticides and herbicides, and incorporates high standards for soil health, animal welfare, and farmworker fairness.

Regenerative organic farming has the potential to sequester more carbon in the soil, mitigate climate change, promote biodiversity, and protect our soil, air, and water. Shifting both crop and pasture management globally to regenerative systems is a powerful combination that could draw down more than 100% of annual CO₂ emissions, pulling carbon from the atmosphere and storing it in the soil.

In 2021, Davines Group started a partnership with Rodale Institute, pioneer and leader of the research around Regenerative Organic Agriculture. The objective of this alliance is to expand the supply of regenerative organic ingredients and bring even further the frontiers of sustainability research.

Davines Group and Rodale Institute will manage together the new European Regenerative Organic Center (EROC), a new research hub that will encompass a 10-hectare site on the Davines Village campus focusing its studies and education on small- to mid-size European farms growing specialty crops for food, nutrition, and beauty. Supporting farmers in the region, the Center will focus on organic farm management in a Mediterranean climate, as well as the close relationship between personal care ingredients and farming.

For more information about regenerative agriculture, please visit:

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

SUSTAINABLE FORMULAS: OUR 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 ingredients that lessen the environmental impact 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 prefer 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 in order to minimize the use of resources, enable recyclability and reduce the amount waste produced. In addition we also neutralize CO₂eq emissions resulting from the entire lifecycle of our packaging - material sourcing, transportation, production and end of life - to truly show our attention to the environment. At Davines, when developing packaging, we follow 5 eco-design key principles. These principles are also at the heart of our Charter for Packaging Research, a guide we created 14 years ago that helps us design increasingly sustainable packaging. We try to minimize the use of materials without compromising the technical aspects designed to protect the product. Whenever we can, we strive to only use primary packaging to avoid additional external packaging.

If external packaging is necessary, we chose materials that are or can be recycled or compostable. We also strive to use packaging made from one single material which can easily be separated to make recycling easier, as well as simplify the actual subsequent recycling process. All the materials we use for our packaging are fully recyclable. From our packaging suppliers we demand not only high quality but also collaboration to design solutions that reduce size, thereby streamlining logistics to reduce waste and carbon dioxide emissions. To us, this is also a way of showing respect for those who choose us. In 2022 our plastic packaging mix is distributed as follow: 35.9% of virgin plastic, 20.8% bio-based plastic, 39.1% recycled plastic and 4.2% mass balance. Since 2018, the constant efforts of the Davines Groups towards eco-design allowed a decrease of 18.9% in the use of virgin plastic.

DAVINES PRODUCTS ARE CERTIFIED PLASTIC NET ZERO BY PLASTIC BANK

Since 2021, we have been collaborating with Plastic Bank, a social enterprise that specializes in collecting and recovering plastic from the environment. This collaboration resulted in the collection of 100 tons of plastic during the first year and of 779.126 tons in 2022. Thanks to the plastic collected in 2022 we are glad to say all Davines products are therefore Plastic Net-Zero.

What does Plastic Net-Zero product mean?

It means for every product with plastic packaging we distributed, an equal amount of plastic dispersed into the environment was removed from the coastal areas in Indonesia, the Philippines and Brazil. Since many years, at Davines have been focusing on eco-designing the packaging, reducing the use of natural resources, and choosing the most circular materials, especially when speaking about plastic. We are more than aware that no material is perfect, and that packaging encompasses a variety of environmental challenges that go from the supply chain of raw materials to the end-of-life and possible dispersion of the empty products into the environment. Thanks to this new commitment, Davines is stepping to the forefront of the beauty industry, helping protect our planet and improve the lives of local collectors in Indonesia, Brazil, and the Philippines.

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

Anthony Molet
CEO of Davines Group

OUR VALUES

RENEWABLE ENERGY

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

The electrical energy that we use in our plants and offices only come 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.

NEUTRALIZING EMISSIONS: ETHIOTREES AND SCOEL'TE

The roots of our company lay at the intersection of Sustainable Beauty and real commitment, taking the form of projects with a positive impact on the environment and local communities. In 2021 and 2022, we supported two projects to neutralize our emissions: EthioTrees and Scoel'te.

Both projects involve afforestation and/or reforestation for CO₂ sequestration and at the same time support local rural communities. In 2022, thanks to both Ethiotrees and Scoel'te, Davines has neutralized CO₂ emissions related to:

- » packaging of sold products;
- » production site in Parma, where the Group's products are made;
- » the CO₂eq emissions of all Davines Group offices worldwide;
- » e-commerce shipments in Italy and US.

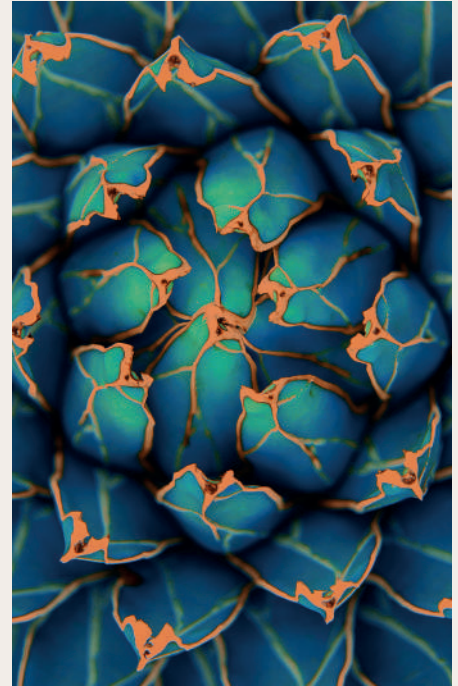
ETHIOTREES

This is a forestation project that supports soil and forest regeneration in the northern region of Tigray, Ethiopia. The northern plateau of Ethiopia is at risk of desertification but with great potential for ecosystem restoration, which is why we have chosen it for our project. In the EthioTrees project, the CO₂ neutralization takes place by planting native tree and shrub species, which help counter desertification and enable greater soil protection. Part of the funding is also used for social purposes, mainly for the expansion of rainwater collection basins for the village water supply, so that the villagers no longer need to walk over 5 km to get their daily drinking water. Training is also carried out for activities such as beekeeping, incense gathering and extraction, from which related craft productions can follow.

By increasing the know-how, the effectiveness and the quality of these products, the trade results have increased, consequently improving the revenue of the community in these villages. The EthioTrees project also encourages women involvement, letting them carry out operational and management activities that contribute to reforestation, and also gradually build gender equality education.

SCOEL'TE

Scoel'te, which means "the growing tree" in the Tzeltal language, is a certified Plan-Vivo carbon capture program that includes reforestation and sustainable forest management activities. It is the longest-running project of its kind in the



world and has been an international benchmark for the development of the Plan Vivo system. With Scoel'te, the Davines Group contributes to mitigating climate change and promoting agroforestry and social welfare by strengthening local potential. We are starting neutralizing part of our emissions through this project in 2022.

B CORP

A certified B 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 regularly complete an extensive assessment and reach a minimum score of 80 points, requirement that Davines amply satisfied with its score of 123,5.



Certified



Corporation



BENEFIT CORPORATION

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

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

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

Davines has decided to take this path in a global way and therefore Davines S.p.A has changed its by-laws to become a Società Benefit, and Davines North America too has become a Benefit Corporation. All other offices who do not have the same legal form are invited to amend their by-laws accordingly.

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

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.

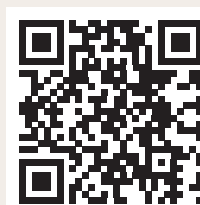
The initiatives mentioned in the report cover a wide range of typology of impact - environmental, social sustainability - and results obtained to the benefit of our stakeholders: clients, suppliers, distributors, collaborators and community.

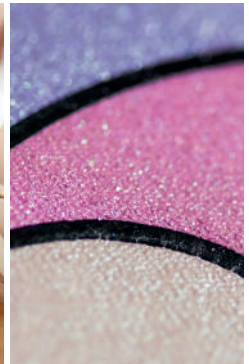
When we talk about people, at Davines we support the well-being of our employees in the world, promoting diversity and inclusion, gender equality, high quality of life and professional growth. Similarly, at Davines we care about our customers and supplier community, and that’s why business partners are selected according to social and environmental criteria.

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

The Group focuses on the complete product lifecycle, preserving and optimizing available resources, minimizing emissions and reducing generation of waste in as much as possible. All these activities speak of Davines’ commitment to spread sustainable beauty, not only through our own products, but also by planning our strategies with this final goal in mind.

Find out more:





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. The line consists of 115 shades. 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. The environmental impact of the production of the packaging for Mask with Vibrachrom™ is measured and reduced to a minimum. We only use FSC-certified, compostable and 100% recycled paper for the outer packaging of the colour tube (38% PCR+62% PIR). All non-essential materials have been eliminated in order to optimize transportation and further reduce CO₂ emissions. All the materials used for the packaging of this line are fully recyclable.



MASK
WITH VIBRACHROM™
100 ml

A NEW COLOUR AMMONIA-FREE COLOURING SYSTEM



nates in order to reduce CO₂ emissions. All the materials used for the packaging of this line are fully recyclable.

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 line consists of 70 shades. 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. We only use FSC-certified paper where possible FSC-certified recycled paper. All non-essential materials have been elimi-



A NEW COLOUR
COLOUR CREAM
60 ml

A NEW COLOUR
CREAM BASE
400 ml

A NEW COLOUR
ACTIVATOR 5 VOL.
900 ml

A NEW COLOUR
ACTIVATOR 10 VOL.
900 ml



A NEW COLOUR
ACTIVATOR 20 VOL.
900 ml



A NEW COLOUR
ACTIVATOR 30 VOL.
900 ml

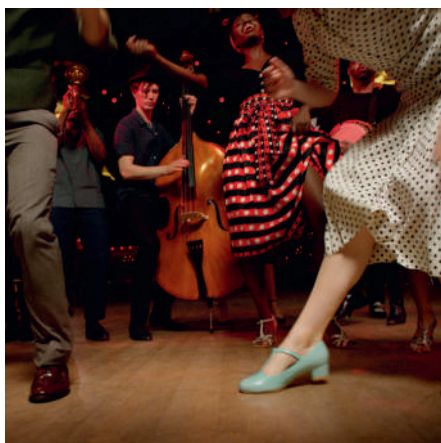


A NEW COLOUR
ACTIVATOR 40 VOL.
900 ml



A NEW COLOUR
BLEACHING POWDER
500 gr

VIEW DEMI-PERMANENT COLOUR SYSTEM



Natural polyglycerols are extracted from olive oil and are able to provide extreme shine and softness to the hair, in total respect of the hair structure, making the formulation even more sustainable as they are delicate and biodegradable emulsifiers from renewable sources. View is a versatile system to develop non-commiting colour services and extremely easy to use, for:

- » Toning natural, previously coloured and bleached or lightened hair;
- » Refreshing lengths and ends;
- » Enhancing warm or cooler tones, ideal for the first step into colour;

- » Equalizing existing colours;
- » Blending first signs of white hair;
- » Glazing to add extra shine and softness to the hair;
- » Male colouring services;
- » Creative pastel toning on prelightened hair;
- » Colour correction.

The View bottles are made from 98% post-consumer recycled plastic. All the materials used for the packaging of this line are fully recyclable.



VIEW GLOSS
500 ml

VIEW COLOUR
60 ml

View is Davines' innovative demi-permanent colouring system. Formulated with an acidic pH, it is a gentle hair colour that can meet all the needs of the colourist, guarantees 3X shinier hair*** and fully respects hair without lifting natural melanins. The line consists of 62 shades which are from 95% to 99% biodegradable* and formulated with 88% to 93% natural derived ingredients.** The products are enriched with natural polyglycerols, which have never before been used in the world of hair colour.

*Biodegradability is calculated as the sum of the percentage of all raw materials rapidly biodegradable according to the method OECD 301. This method defines as a rapidly biodegradable ingredients that in 28 days are at least 70% degraded. **In Davines, an ingredient is defined of natural origin when 100% of its molecular structure is of natural origin, without any synthetic portion. This criteria is different and more restrictive than the one commonly used by other brands. ***Instrumental test by independent laboratory. Hair shine increase vs. no product applied.

FINEST PIGMENTS NATURAL DIRECT COLOUR



With their strong antioxidant power, natural pigments enhance and preserve hair's reflects and protect its structure. Ammonia-free. The bottles are made from 98% postconsumer recycled plastic for a lower environmental impact. All the materials used for the packaging of this line are fully recyclable.

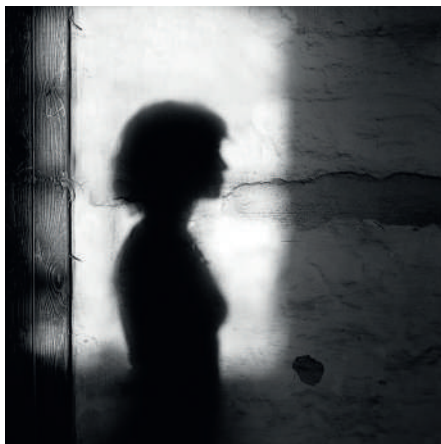
Finest Pigments is an ammonia-free direct colouring system formulated with natural pigments and ingredients of natural origin. The formulas are used directly on hair, with no need for activators. This is a gentle and natural colouring system that is quick and easy to use. Available in 14 shades that can be mixed together, as well as Finest Gloss Finest Pigments is formulated with 84% to 93% natural derived ingredients* and is between 95-97% biodegradable.**



FINEST PIGMENTS
280 ml

* In Davines, an ingredient is defined of natural origin when 100% of its molecular structure is of natural origin, without any synthetic portion. This criteria is different and more restrictive than the one commonly used by other brands. ** Biodegradability is calculated as the sum of the percentage of all raw materials rapidly biodegradable according to the method OECD 301. This method defines as a rapidly biodegradable ingredients that in 28 days are at least 70% degraded.

THE CENTURY OF LIGHT NEWLY-CONCEIVED BLEACHING SYSTEM



bleaching. The two powders are packaged in a 97% post-consumer recycled plastic jar, while the bottle of the lightening oil is made from bio-based PE, a plastic obtained from sugarcane which is a vegetal renewable source. All the materials used for the packaging of this line are fully recyclable.

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



TOLERANCE
900 ml

LIBERTY
450 g

PROGRESS
800 g

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.



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.

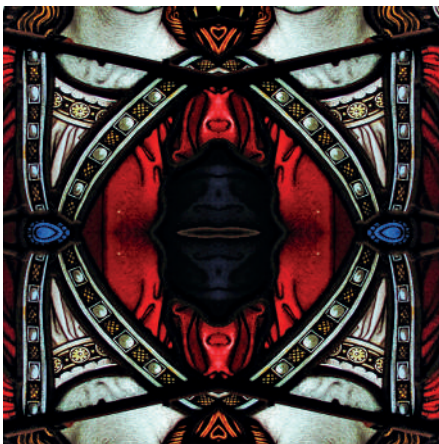


MASK BLEACHING POWDER
500 g



PROTECTION PROVIDER
200 ml

ALCHEMIC TEMPORARY COLOURING SYSTEM



Alchemic is the Davines line designed to intensify and brighten colour on both natural and coloured hair, thanks to the use of highly biodegradable and natural-derived ingredients and a high concentration of direct pigments. Available in six shampoo

and conditioner duos; silver, red, copper, chocolate, golden and tobacco. The Alchemic bottles and jars are made from 99% post-consumer recycled plastic. All the materials used for the packaging of this line are fully recyclable.



SILVER SHAMPOO
280 ml | 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

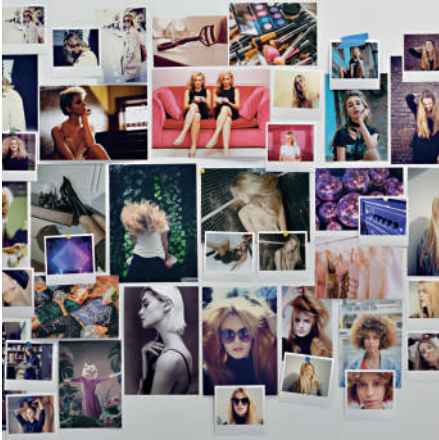


TOBACCO SHAMPOO
280 ml



TOBACCO CONDITIONER
250 ml

HEART OF GLASS WHATEVER BLONDE YOU LIKE TO BE, WE'LL STAND BY YOU



with innovative natural raw materials, such as the Biacidic bond complex, Baobab extract, the exclusive Fortifying botanical shield and the innovative Illuminating amino concentrate, to obtain products with a proven cosmetic effect that protect and treat hair, with high percentages of naturality and biodegradability. All the references of the line contain an innovative extract obtained from the seeds of Baobab, that deeply conditions, nourishes, tames, strengthens and restores elasticity to the hair. It is a

botanical alternative to silicones.* The products of the Heart of Glass line are produced and packaged at the Davines Village with energy entirely from renewable sources. Jars are made with 98% post-consumer recycled plastic, bottles are made with 99% post-consumer recycled plastic, and the black packaging is made with a specific recyclable colorant, that enables the selection and recycling process. All the materials used for the packaging of this line are fully recyclable.

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 routines, is deserving of special nourishing, reinforcing, repairing, brightening treatments plus long-lasting colour protection. In the Heart of glass formulations, the Davines laboratories have expertly combined cutting-edge technological ingredients



*We choose not to use silicones where possible to reduce our environmental impact.

ESSENTIAL HAIRCARE DAILY HAIRCARE



source. All the materials used for Essential Haircare line packaging are fully recyclable.

Essential Haircare is a range of products for daily haircare with cosmetic and protective properties. It consists of nine families with simple and descriptive names that come from the abbreviation of their function. Essential Haircare is made with high percentages of natural ingredients that are easily biodegradable* to minimise the environmental impact. Each range meets the specific needs of different hair types and offers an immediate cosmetic treatment. The products in each family contain an active ingredient from Slow Food Presidia farms in Italy. Each family's ingredient has its own story, face and name from those who cultivated them with personal care and dedication. The bottles are made from bio-based PE, a plastic obtained from sugarcane which is a vegetal renewable



* Biodegradability is calculated as the sum of the percentage of all raw materials rapidly biodegradable according to the method OECD 301. This method defines as a rapidly biodegradable ingredients that in 28 days are at least 70% degraded.

OUR PRODUCTS



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



MOMO/ SHAMPOO
75 ml | 250 ml
1000 ml



MOMO/ CONDITIONER
75 ml | 250 ml
1000 ml



MOMO/ HAIR POTION
150 ml



LOVE/ CURL PRIMER
150 ml



LOVE/ CURL CREAM
150 ml



LOVE/ CURL CONTROLLER
150 ml



LOVE/ CURL REVITALIZER
250 ml



MELU/ SHAMPOO
75 ml | 250 ml
1000 ml



MELU/ CONDITIONER
75 ml | 250 ml
1000 ml



MELU/ HAIR SHIELD
250 ml



VOLU/ SHAMPOO
75 ml | 250 ml
1000 ml



VOLU/ HAIR MIST
250 ml



SOLU/ SHAMPOO
75 ml | 250 ml
1000 ml | 5000 ml



SOLU/ SEA SALT SCRUB CLEANSER
75 ml | 250 ml



DEDE/ SHAMPOO
75 ml | 250 ml
1000 ml



DEDE/ CONDITIONER
75 ml | 250 ml
1000 ml



DEDE/ HAIR MIST
250 ml

ESSENTIAL HAIRCARE SHAMPOO BARS

EVEN MORE ESSENTIAL, EVEN BETTER

From now on, the formulations of Momo, Dede, Love and Volu shampoos are also available in a new, solid form, wrapped in essential packaging, made from 100% FSC paper. Solid Essential Haircare shampoos are as creamy and gentle as their liquid versions, but they travel better, take up less space, and are wrapped in virtuous packaging. The formulas of Essential Haircare solid shampoos are formulated without sulfates and silicones and contain high percentages of easily biodegradable ingredients, while combining performance

and sustainability. Highly biodegradable formulas from 97.1% to 97.4%* to minimize impact on the aquatic environment. Thanks to this advanced technology, the formulas can be added with a mix of conditioning agents to give softness to the hair, as well as improving workability and pleasantness of use. Finally, the formula used allows to enrich our solid shampoos with natural ingredients, such as active ones from the Slow Food Presidia, through which we help preserve biodiversity.

*Calculated in accordance with the OECD 301 method which defines as readily biodegradable ingredients which, in 28 days, have degraded to at least 70%.



DEDE/ SHAMPOO BAR
100 g



LOVE/ SHAMPOO BAR
100 g



MOMO/ SHAMPOO BAR
100 g



VOLU/ SHAMPOO BAR
100 g

ESSENTIAL HAIRCARE SHAMPOO REFILLS

EVEN MORE ESSENTIAL, EVEN BETTER

From now on, the shampoo formulations Minu, Nounou, Momo, Love Smoothing and Love Curl are also available in a refill version for use at home. We encourage the reuse of Essential Haircare shampoo bottles, extending their life and meaning, to inspire an active awareness around reusing even before recycling. Our refills are packaging, with a reduced amount of material to promote a virtuous end-of-life.

-74% plastic*
Recyclable packaging**
Reduced CO₂ emissions***

With active ingredients from Slow Food Presidia, to protect biodiversity.



LOVE/ SMOOTHING SHAMPOO
500 ml



LOVE/ CURL SHAMPOO
500 ml



MINU/ SHAMPOO
500 ml



MOMO/ SHAMPOO
500 ml



NOUNOU/ SHAMPOO
500 ml

*1 Essential Haircare Refill 500ml compared to 2 bottles of Essential Haircare Shampoo 250ml. **Single-material packaging. Check the recycling regulations of your country. ***Thanks to -74% plastic in 1 Essential Haircare Refill 500ml compared to 2 bottles of Essential Haircare Shampoo 250ml.

OUR PRODUCTS

LIQUID SPELL REINFORCING BODIFYING FLUID

Liquid Spell is our special ally for sensitized or fine hair that needs strength and extra body. With each application, hair regains its original health and shine.

The Liquid Spell bottles are made with 100% post consumer recycled plastic. All the materials used for the packaging of this line are fully recyclable.



LIQUID SPELL
50 ml | 125 ml

THE CIRCLE CHRONICLES ADVANCED, EFFECTIVE AND ECLECTIC HAIR MASKS



for treatments in the salon or at home. 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. All the 750ml packaging are made from 94% postconsumer recycled plastic.



THE LET IT GO
CIRCLE
50 ml | 750 ml



THE RESTLESS
CIRCLE
50 ml



THE PURITY
CIRCLE
50 ml



THE QUICK FIX
CIRCLE
50 ml



THE RENAISSANCE
CIRCLE
50 ml | 750 ml



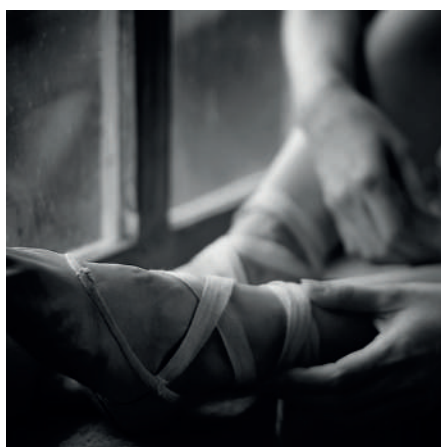
THE SPOTLIGHT
CIRCLE
50 ml | 750 ml



THE WAKE-UP
CIRCLE
50 ml

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

OI ABSOLUTE BEAUTY



in carotenoids, with protective antioxidant actions, helps to reduce the damage from external aggressors. The bottles of the oil and shampoo, and the jar of the conditioner are made from 98% to 100% post-con-

sumer recycled plastic. While, body wash, hair butter, and milk are contained in 98% to 100% post-consumer recycled plastic packaging. All the materials used for the packaging of this line are fully recyclable.



OI SHAMPOO
90 ml | 280 ml | 1000 ml



OI LIQUID LUSTER
300 ml



OI CONDITIONER
75 ml | 250 ml | 1000 ml



OI HAIR BUTTER
75 ml | 250 ml | 1000 ml



OI OIL
50 ml | 135 ml



OI ALL IN ONE MILK
50 ml | 135 ml



OI BODY WASH
280 ml



OI HAND BALM
75 ml

OI is a product range dedicated to absolute beauty for all types of hair and skin. Designed for a balance between the sensorial experience, multi-benefit formulas and efficacy, the assortment has immediate cosmetic effect from first use, respecting both humankind and the environment. All the products in the OI line contain oil extracted from Roucou, a plant native to the Amazon, also known as 'Annatto'. The oil that is extracted from Roucou seeds, rich

NATURALTECH TARGETED SOLUTIONS FOR SCALP AND HAIR CONDITIONS



Naturaltech is a range of products and treatments specifically formulated to prevent and resolve the most common scalp 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. Naturaltech products are designed to offer specific treatments in the salon and at home, able to support the improvement of the main scalp and hair conditions. All products are extremely versatile, functioning on their own or in synergy with each other. The products of the Naturaltech line are produced and packaged at the carbon neutral Davines Village with energy entirely from renewable

sources. Naturaltech bottles and jars are made from 99% post-consumer recycled plastic, and glass at 46% post-consumer recycled. The tubes and labels are made from bio-based PE, a plastic obtained from sugarcane which is a vegetal renewable source and the secondary packaging, when required, is made with FSC recycled paper. All the materials used for the packaging of this line are fully recyclable.

							
NOURISHING SHAMPOO 250 ml 1000 ml	NOURISHING KERATIN WONDER SUPERACTIVE (IN SALONS ONLY) 1000 ml	NOURISHING HAIR BUILDING PAK 250 ml	NOURISHING KERATINE BOOSTER SUPERACTIVE (IN SALONS ONLY) 100 ml	NOURISHING VEGETARIAN MIRACLE CONDITIONER 250 ml 1000 ml	NOURISHING VEGETARIAN MIRACLE MASK 250 ml 1000 ml	NOURISHING KERATIN SEALER 100 ml	NOURISHING HAIR ROYAL JELLY SUPERACTIVE (IN SALONS ONLY) 6x8 ml
							
ENERGIZING SHAMPOO 250 ml 1000 ml	ENERGIZING SEASONAL SUPERACTIVE 100 ml	ENERGIZING SUPERACTIVE 100 ml	ENERGIZING GEL 150 ml	THICKENING TONIC 100 ml	CALMING SHAMPOO 250 ml 1000 ml	CALMING SUPERACTIVE 100 ml	
							
REPLUMPING SHAMPOO 250 ml 1000 ml	REPLUMPING CONDITIONER 150 ml 1000 ml	REPLUMPING HAIR FILLER SUPERACTIVE 100 ml	SCALP RECOVERY TREATMENT 100 ml	CLAY SUPERCLEANSER (IN SALONS ONLY) 120 g	MASSAGE OIL (IN SALONS ONLY) 100 ml	DETOXYFING SHAMPOO 250 ml 1000 ml	
							
PURIFYING SHAMPOO 100 ml 250 ml 1000 ml	PURIFYING GEL 150 ml	REBALANCING SHAMPOO 100 ml 250 ml 1000 ml	REBALANCING CLEANSING TREATMENT 250ml 1000 ml	RENEWING SHAMPOO 250 ml 1000 ml	RENEWING CONDITIONING TREATMENT 250 ml 1000 ml	WELL-BEING SHAMPOO 250 ml 1000 ml	WELL-BEING CONDITIONER 150 ml 1000 ml

OUR PRODUCTS

TAILORING

Naturaltech Tailoring is an exclusive in-salon personalized treatment that combines the power of nature with innovative technology, delivering immediate results. With up to 24 different combination formulas available - four cutting-edge serum bases and six botanical extract boosters to be mixed and matched - this versatile service can be tailored to suit any hair type or need, with no processing time. Each of the 24 possible hair infusions features a natural active ingredient, studied at the Davines Scientific Garden in Parma and grown in Italy according to the principles of Regenerative Organic Agriculture.



VOLUME BASE 480 ml	MOISTURE BASE 480 ml	RADIANCE BASE 480 ml	STRENGTH BASE 480 ml
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VOLUMISING BOOSTER 150 ml	HYDRATING BOOSTER 150 ml	ILLUMINATING BOOSTER 150 ml	FORTIFYING BOOSTER 150 ml	CONTROLLING BOOSTER 150 ml	BLONDE BRIGHTENING BOOSTER 150 ml
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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.



EXTRA DELICATE CURLING LOTION #1 For natural thick hair 100 ml	EXTRA DELICATE CURLING LOTION #2 For fine treated hair 100 ml
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BALANCE CURLING SYSTEM

REINFORCING BODIFYING FLUID

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.



PROTECTIVE CURLING LOTION #1 500 ml	PROTECTIVE CURLING LOTION #2 500 ml	BALANCE NEUTRALIZER 1000 ml
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MORE INSIDE DESIGNING CREATIVE STYLING



enhanced texture based on the desired result, always without leaving residue and guarantee a uniform distribution. The heart of More Inside is the formulas, created at the Davines laboratories and then tested extensively. The formulas express themselves as precious blends of various active ingredients which combine to perform a specific function: we have defined these combinations as “factors”. With

the distinctive paper wrapping around products containing a message inside, each product stands out in its own unique way. All bottles of the more inside line are made from bio-based PE, a plastic obtained from sugarcane which is a vegetal renewable source and the wrapping paper is FSC Recycled Certified. All the materials used for the packaging of this line are fully recyclable.

More Inside is a range of versatile, styling products for every kind of look. Designed to either be used on their own or layered together, they are all formulated to enhance styling and finishing performance. No matter which products you use, the result is defined, bouncy hair, with minimum product residue. State-of-the-art formulas containing blends of interacting active ingredients. Each product has a specific benefit, providing definition, volume and



SHINE WAX
75 ml

FORMING POMADE
75 ml

MEDIUM HOLD FINISHING GUM
75 ml

STRONG HOLD MOULDING CLAY
75 ml

STRONG DRY WAX
75 ml



MEDIUM HAIRSPRAY
400 ml

STRONG HAIRSPRAY
400 ml

EXTRA STRONG HAIRSPRAY
400 ml

PERFECTING HAIRSPRAY
300 ml



TEXTURIZING DUST
8 gr

TEXTURIZING SERUM
150 ml

MEDIUM HOLD MODELING GEL
250 ml

PRIMER
100 ml | 250 ml



SEA SALT SPRAY
100 ml | 250 ml

CURL BUILDING SERUM
250 ml | 100 ml

OIL NON OIL
250 ml

CURL GEL 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

INVISIBLE NO GAS SPRAY
250 ml

INVISIBLE DRY SHAMPOO
250 ml | 100 ml

DRY TEXTURIZER
250 ml

DRY WAX FINISHING SPRAY
200 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. 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. All SU/ products contain citrus myrtifolia extract from Savona, a Slow Food Presidium for biodiversity. Full of vitamin C with an antioxidant and anti-inflammatory action, this extract protects from free radicals caused by extended sun

exposure. The bottles used for the hair & body wash and all the tubes are made from bio-based PE, a plastic from sugarcane which is a vegetal renewable source. The

bottle of the hair milk, instead, is made from 98% post-consumer recycled plastic. All the materials used for the packaging of this line are fully recyclable.



PASTA & LOVE MENS GROOMING LINE



Pasta & Love was created to celebrate the lifestyle of the bonvivant with products for mens grooming and self-care. Hair and beard styling is therefore experienced as a cathartic moment, for those who savour life. Pasta & Love formulas were developed with the ideal balance between natural ingredients and technology in mind, creating light textures, without the use of silicones. The line contains eight products meant to enhance the shaving and grooming routine. The Pasta & Love bottles are partially made from 40% recycled glass or 97% post-consumer recycled plastic, and the tubes

are made from 100% recycled aluminium (95% post-consumer + 5% post-industrial) for a lower environmental impact. All the materials used for the packaging of this line are fully recyclable.



DAVINES AUTHENTIC FORMULAS

FACE / HAIR / BODY BEAUTY AND MULTIFUNCTIONALITY



biodegradable surfactants. Formulas have no artificial colourings, silicones*, mineral oils. The same product can be used to meet the needs of the face, body and hair.

*We choose not to use silicones where possible to reduce our environmental impact.

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



DAVINES AUTHENTIC BUTTER
FACE / HAIR / BODY
200 ml



DAVINES AUTHENTIC MOISTURIZING BALM
HAIR
150 ml



DAVINES AUTHENTIC CLEANSING NECTAR
HAIR / BODY
280 ml



DAVINES AUTHENTIC NOURISHING OIL
FACE / HAIR / BODY
140 ml

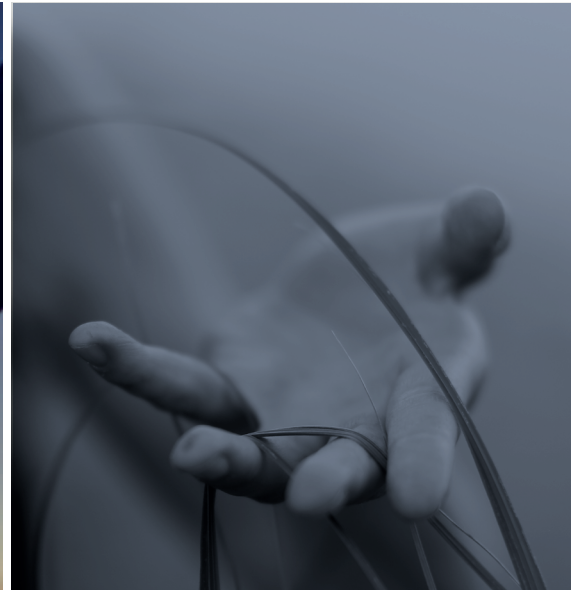
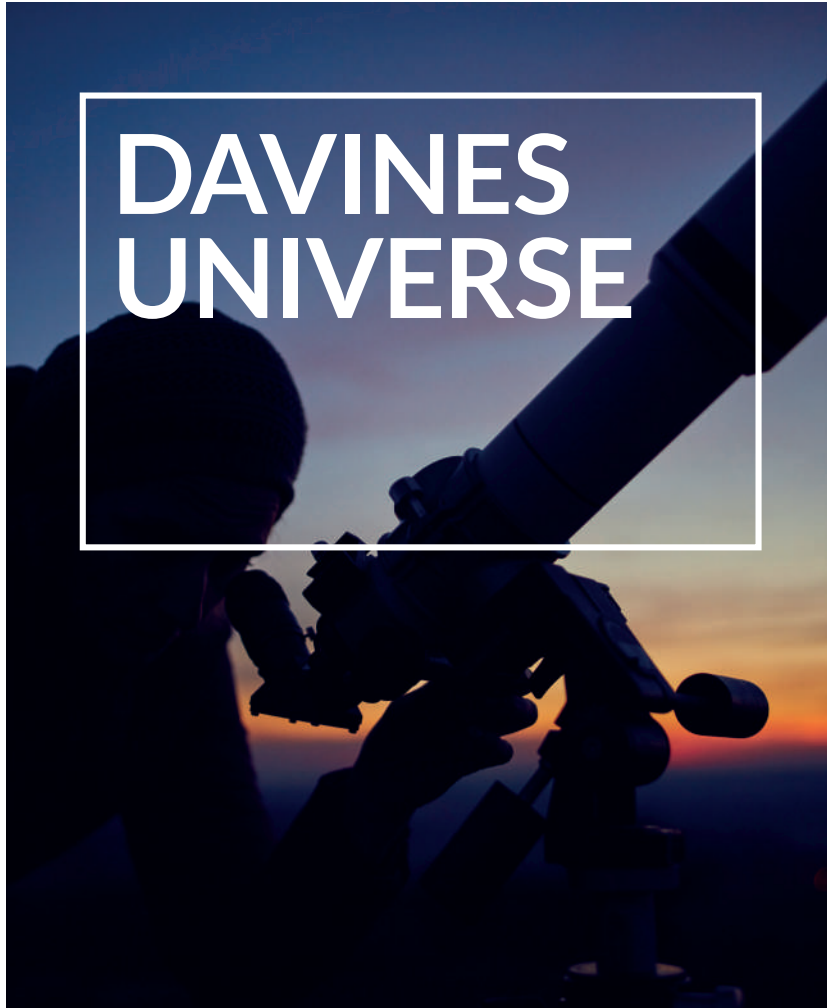
HAIR REFRESHER DRY SHAMPOO



Hair Refresher is a dry shampoo that absorbs excess sebum, leaving hair clean and hydrated. Suitable for all hair types for a quick refreshing cleanse. A formula designed to revive and cleanse hair without needing water. With natural active ingredients like rice flour, having highly hydrating and absorbent properties.



HAIR REFRESHER
150 ml



TOM CONNELL DAVINES HAIR ART DIRECTOR



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

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

He goes over his notes once a month to see the connection between things and to start developing his ideas. There is no standard formula for Tom: cut and colour are always perfectly balanced. At times it's the cut that leaves space for colour; other times, the colour is the backdrop and the cut is in the foreground. His style consists of unique pieces, individual identities that have their own story outside the concept of fashion and thus always have a contemporary feel, entirely in line with Davines' style.

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

"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".

SALON DESIGN ELEMENTS



With these shelving systems, the designers have harmoniously combined different pure materials like iron, glass and wood. The elegant metal structure can be completed with shelves made of transparent reinforced glass, or FSC-certified wood. The connecting shelves are also available in two different materials, and complete the concept by giving the opportunity to combine multiple displays. This also allows the client to combine different materials and provide movement in the selected combination. The Davines display system perfectly combines elevated design and flexibility, able to adapt to all salons with regards to elegance, dimension yet simple assembly.

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.



Matteo Thun

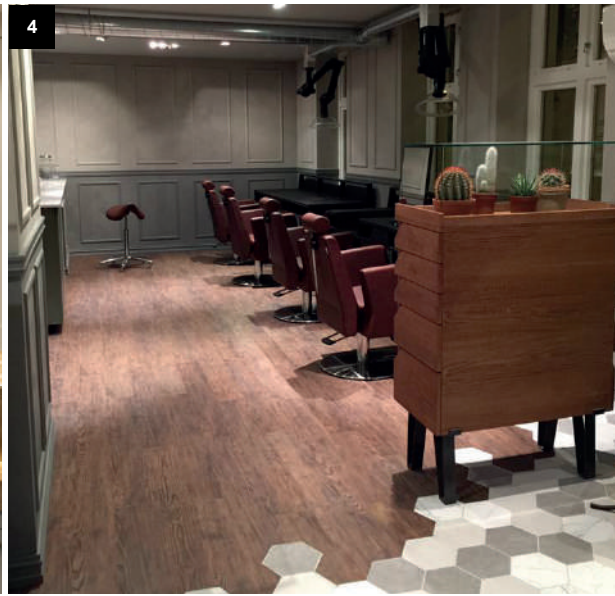
MATTEO THUN & ANTONIO RODRIGUEZ

MILANO | SHANGHAI



[1] Shelving design concept Dimensions: 90 X 180 X 30 cm; 35.45 X 70.87 X 11.81 inch; Kit of 2 connecting shelves Dimensions of shelves: 55 X 30 cm; 21.65 X 11.81 inch. The shelves are available in the following materials: transparent reinforced glass [2], brown solid wood [3].

DAVINES SALONS WORLDWIDE



1 Dimi'z Hairstylist - Tübingen | 2 Moss - Cracow | 3 Taylor & Taylor - London | 4 Monarchy Studio - Bergen | 5 Espacio Isaac Salido - Madrid



6 4U - Tyumen | 7 Claque la Mouche - Stockholm | 8 Wyatt - Johannesburg

DAVINES ITALIA
Registered offices:
VIA DON ANGELO CALZOLARI 55/A
43126 PARMA
ITALIA
T: + 39 0521 965611
TEL: + 39 0521 292597

WWW.DAVINES.COM
WWW.FACEBOOK.COM/DAVINESOFFICIAL

DAVINES UK
1 BRITANNIA STREET, LONDON, WC1X
UNITED KINGDOM
T: +44 (0)203 3015449

WWW.DAVINES.COM
WWW.FACEBOOK.COM/DAVINES.UNITEDKINGDOM

DAVINES FRANCE
3 RUE MONCEY
75009 PARIS FRANCE
T: +33 (0) 1 4633 2213
TEL: +33 (0) 1 4329 9716

WWW.DAVINES.COM
WWW.FACEBOOK.COM/DAVINES.FRANCE

DAVINES NETHERLANDS
BOREELPLEIN 67/68/69
7411 EH DEVENTER
NEDERLAND
T: +31 (0)570 745170

WWW.DAVINES.COM
WWW.FACEBOOK.COM/DAVINESNEDERLAND

DAVINES MEXICO
AVENIDA COLONIA DEL VALLE NO. 420
COLONIA DEL VALLE CENTRO C.P. 03100
DELEGACIÓN BENITO JUÁREZ
CIUDAD DE MÉXICO, MÉXICO
T: +52 55 5280 1850

WWW.DAVINES.COM
WWW.FACEBOOK.COM/DAVINES.MEXICO

DAVINES NORTH AMERICA
61 NORTH 11TH STREET, 2° PIANO
BROOKLYN, NY 11249
UNITED STATES
T: +1 212 924 24 70
TEL: + 1 212 924 22 91

WWW.DAVINES.COM
WWW.FACEBOOK.COM/DAVINESNORTHAMERICA

DAVINES HONG KONG
2/F TENG FUH COMMERCIAL BUILDING
333 QUEEN'S ROAD CENTRAL
SHEUNG WAN, HONG KONG
T: +852 2267 6673

WWW.DAVINES.COM

DAVINES GERMANY
PLANGE MÜHLE 6
DÜSSELDORF 40221, GERMANY.

WWW.DAVINES.COM



davines

www.davines.com | [@davinesofficial](https://twitter.com/davinesofficial)

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