

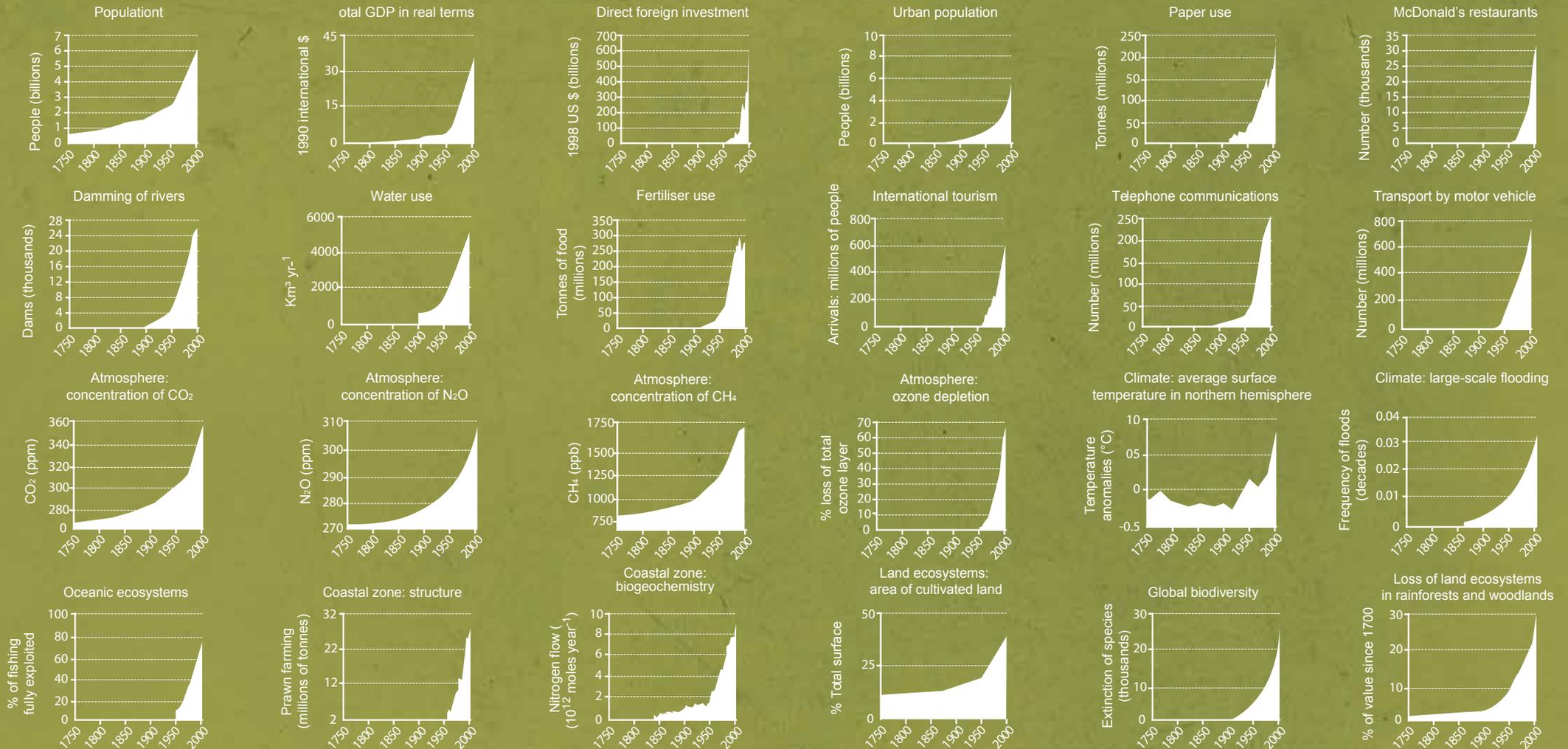


SUSTAINABILITY REPORT

DAVINES GROUP 2015

What drives us

Since the Industrial Revolution the impact of human activity on the planet has grown exponentially.



Sources: Steffen W (2004) IGBP Book Series; Canning D (1998) World Bank; Food and Agriculture Organization of the United Nations (2002); International Fertilizer Industry Association (2002); National Institute for Public Health and the Environment (1997); McDonalds (2002); Nordhaus (1997) University of Chicago Press; OFDA/CRED (2002); Pulp and Paper International (1993); Global water resources (1990); UN Center for Human Settlements (2001); UNEP (2000); US Bureau of the Census (2000); World Bank (2002); World Commission on Dams (2000); WRI (1990); World Tourism Organization (2001).



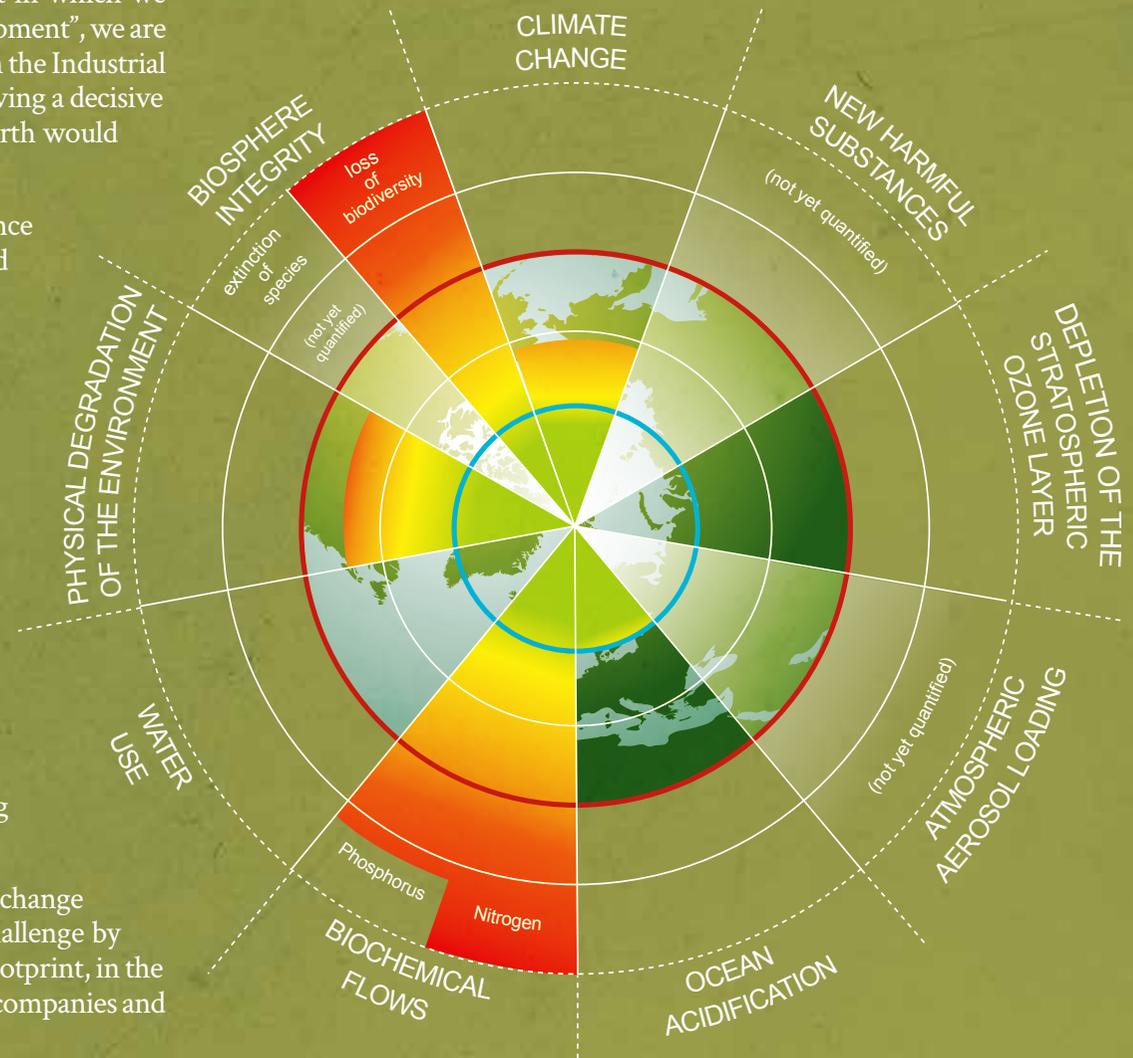
What drives us

As humans, we have the enormous responsibility of preserving the planet in which we inhabit. As Jeffrey Sachs explains in his book, "The Age of Sustainable Development", we are in the era known as the Anthropocene, which began in the 18th century with the Industrial Revolution. An era in which human activity and the use of fossil fuels are having a decisive impact on the delicate equilibrium of our planet. Once this is altered, the earth would no longer possess the resilience which allows it to regulate itself.

In the "Planetary Boundaries" theory proposed by the Stockholm Resilience Centre, nine thresholds are identified (see diagram) which, once crossed, could lead to irreversible environmental change. Three of these concern large-scale systems - climate change, ozone depletion and the acidification of the oceans - the others are slower and less evident variables such as the flows of nitrogen and phosphorus, changes in land use, the rate of biodiversity loss and freshwater use. Alongside these seven aspects are those linked to parameters which are impossible to quantify: atmospheric pollution and pollution by chemical products. Staying within these thresholds of tolerance is only possible through sustainable development.

We need to take on this challenge with passion, ingenuity and foresight in order to direct and modify our decisions, with the aim of safeguarding our planet. Some steps have already been taken, but the time has come to raise the bar: all these signs are telling us that the future lies in a circular economy. Unlike the old linear system, the new model is based on ethical and sustainable development, thanks to re-use and minimising waste. A circle has no beginning and no end, and therefore can renew itself, assuring the future of generations to come.

For this new paradigm to achieve its beneficial effects, a determination to change is needed from everyone. The Davines group has decided to take up the challenge by seeking to combine business success with a reduction in its environmental footprint, in the hope that its example will raise awareness and engage increasing numbers of companies and individuals, maximising the positive impact on the world around us.



PLANETARY BOUNDARIES by Johan Rockström





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*The
origins*

THE GOAL OF LIFE IS
TO MAKE YOUR HEARTBEAT
MATCH THE BEAT OF THE UNIVERSE
TO MATCH YOUR NATURE
WITH NATURE.

In honour of F. Campbell



The origins

LETTER FROM THE CHAIRMAN

It gives me great pleasure to launch the Davines group's first Sustainability Report.

Since the year 2000, Davines has been travelling towards sustainability with growing awareness, sensibility and commitment; it's an upwards journey that involves a constant climb of a mountain the shape of an asymptote.

This, alongside an ancestral and - I may say - increasingly necessary love for planet Earth, is perhaps the underlying reason why the concept of sustainability is becoming ever more deeply rooted in Davines.

The perfect coming together of a utopian ideal and concrete strategy, a dream with specific performance indicators, an idea of beauty, justice and happiness with the environment and the society in which we live every day: for Davines this is a powerful driver of ethics, innovation and constantly improving results, year after year.

The road is very hard; circularity may be glimpsed as the ideal destination, but to reach it there are huge challenges for the entire production chain: raw materials, packaging, energy use, logistics and consumption.

At Davines we believe in the possibility of continual improvement in this matter, and the B Corp route which we are adopting, the worldwide commitment of I Sustain Beauty, our campaign for sustainability in beauty products, and the building of the new Davines Village, whose primary inspiration is sustainability, demonstrates the extent to which our approach seeks to be truly systematic.

Long live the Davines group's Sustainability Report, from now on a yearly notebook on our wonderful yet difficult journey.

There's still a long way to go, but we've come a long way already. May this first report help us henceforth with increased clarity of intent and future results.

Chairman
Davide Bollati





The origins

LETTER FROM THE CEO AND MANAGING DIRECTOR

Many times in the course of my professional life I have asked myself what the raison d'être of a business should be. To be honest, the first time the question came up was when I was writing my thesis and I explored the matter of business theory, whose primary objective is to establish precisely what is the ultimate purpose of a company

As I researched the topic, I came across the "one thing or the other" approach, which characterises - sometimes instrumentally - the positions of those wishing to forcefully push views. Thanks to the input of my supervisor, I became convinced of the validity of the motto "have doubts" and I have never been attracted to "oppositional" models, including the "only profit" approach common in practices of "profit at any cost" or at least at the "cost" of someone or something else.

Later on in my career, I was able to work (also) in companies which, with different levels of awareness, did not put profit before all else.

In the meantime I cultivated the difference between the concept of compromise - according to which each party in a relationship gives something up, and that of conciliation, where each party maximises their own interests in the relationship. It is on this basis that I have helped to shape Davines.

At Davines we applied this concept to the relations between company and staff, thanks particularly to the inspiration evoked by the creation of our Carta Etica, finding the ideal point of conciliation where people constantly give their best at work, thus maximising the benefit that the company accrues and at the same time building the basis for the establishment of an intense feeling of fulfilment

at work. This, in our view of things, is the best outcome that a person can hope to achieve from time spent working. We also base the firm-client relationship on this premise, in the belief that the connection can only be successful if it is conscientious in maximising the interests of both parties.

Lastly, we have extended this idea of conciliation to our attitude to the environment, to a vision of the ability of the beauty industry to encourage people to take care of their surroundings, beginning with themselves, and an idea of 360 degrees of sustainability, linked with the possibility that people express their personalities in their work, in an environment where relationships are guided by ethics and where promises made to clients are always based on the likelihood of being able to fulfil them. Where "beautiful" and "good", conscientiously reconciled, can be expressed to their full potential, to improve the world around them. "Sustainable beauty".

This "balance sheet" is the synthesis of all that Davines has "brought home" to date using this approach. It is a starting point, certainly not the finished article, since we have decided to commit ourselves further in the creation of the conditions that maximise conciliation between our performance as a business and our impact on everything that surrounds us, so that the former can be excellent and the latter exemplary in its extraordinary way, which - after all - we would like to see become the ordinary way in which companies conduct themselves.

CEO and Managing Director
Paolo Braguzzi



*The Davines
group*

PARMA



LONDON



NEW YORK



PARIS



DEVENTER



MEXICO CITY



HONG KONG



The Davines group

OUR STORY

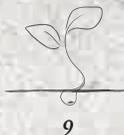
The Davines group begins its journey in Parma in 1983, with the Bollati family's idea of establishing a laboratory for the production of high quality hair products, aimed at both small retailers and internationally-known cosmetic companies. After a decade of research and improvement the Davines brand was born, dedicated to the professional hairdressing market; soon afterwards came the [comfort zone] brand, aimed at the professional skin care market. From the outset, both have specialised in the creation of high-quality products formulated in the artisan spirit and scientifically developed using cutting-edge cosmetic technology, to express the group's distinctive style.

Today the Davines group is present in 95 countries and employs a multicultural team spanning 34 different nationalities. Besides the Parma headquarters, we have branches in New York, Paris, London, Mexico City, Deventer (Holland) and Hong Kong.

OUR STLYE

Our style is a reflection of our curiosity and openness to the world and of the Italian heritage of history, art, design and good taste which is our legacy and our cultural identity. We love all things that reflect simplicity and harmony, because their beauty goes beyond fashion and custom. For that very reason we're in tune with today's mood, yet we set out to create concepts and products whose appeal is timeless.

To us, quality means having the freedom to create the best products with meticulous care and respect for people and the environment in which they live and work, to offer beauty with attention to ethics as well as aesthetics.



MILESTONE

1983



The **Bollati** family establishes a laboratory for research and production of cosmetics

The Davines brand is born



1993

The Davines brand is born

The [comfort zone] brand is born

1996

The [comfort zone] brand is born

2003

Herzog & De Meuron design the Davines stand for Cosmoprof beauty fair



1994

Davines international distribution begins

2005

The **Carta Etica** is created



2007

Mexico City and London branches open
The **Sustainable Beauty Manifesto** is drafted

2008

Shigeru Ban designs the Davines stand for Cosmoprof



2009

[comfort zone] launches **Sacred Nature**, a carbon-offset range certified by **ECO CERT**



2010

The **Sacred Nature** line wins numerous international awards for sustainability

2011

Davines wins the **Product Stewardship Prize** from **Federchimi Responsible Care** with the **Ecomille** project



The **Charter for Packaging Research** is drafted

The **Charter for Sustainable Research** is drafted

2013

Davines is awarded the prestigious **Zero Impact**® **Ambassador** title by **LifeGate**

2015

The **Ethical Atlas** is drafted

comfort zone] adopts the "**Science based conscious formulas**"™ philosophy, expressed in the launch of **Sublime Skin**

Davines wins the **CONAI** prize for "**Prioritising environmental sustainability in packaging**"

Matteo Thun designs Davines Village; construction work begins

2014

First edition of **I Sustain Beauty**

Collaboration begins with **Slow Food** for the Davines **Essential Haircare** line



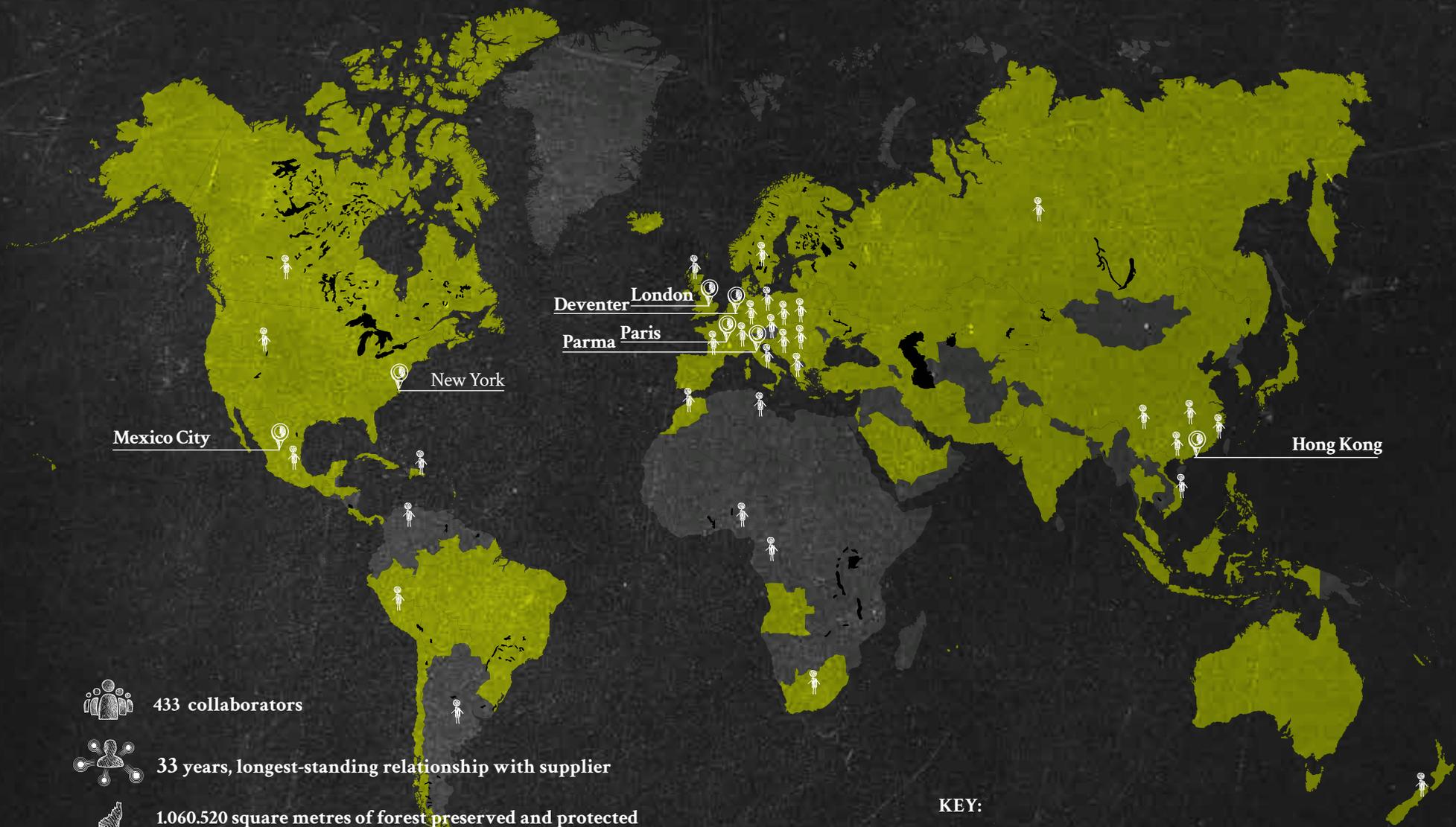
2016

Second edition of **I Sustain Beauty**
Davines wins the **2016 Oscar for Packaging** at the **Italian Packaging Institute**, with the **Best Packaging title** for environmental sustainability and design
Hong Kong branch opens



The **Deventer** branch opens in **Holland**

OUR FIGURES 2015



433 collaborators



33 years, longest-standing relationship with supplier



1.060.520 square metres of forest preserved and protected in Madagascar



19.000 fruit trees planted in El Salvador, Central America and Uganda, Africa



94 million euros total turnover of the group

KEY:



Group branches 7



Collaborators' origins 34 countries



Present in 95 countries



The Davines group
OUR BRANDS

Davines

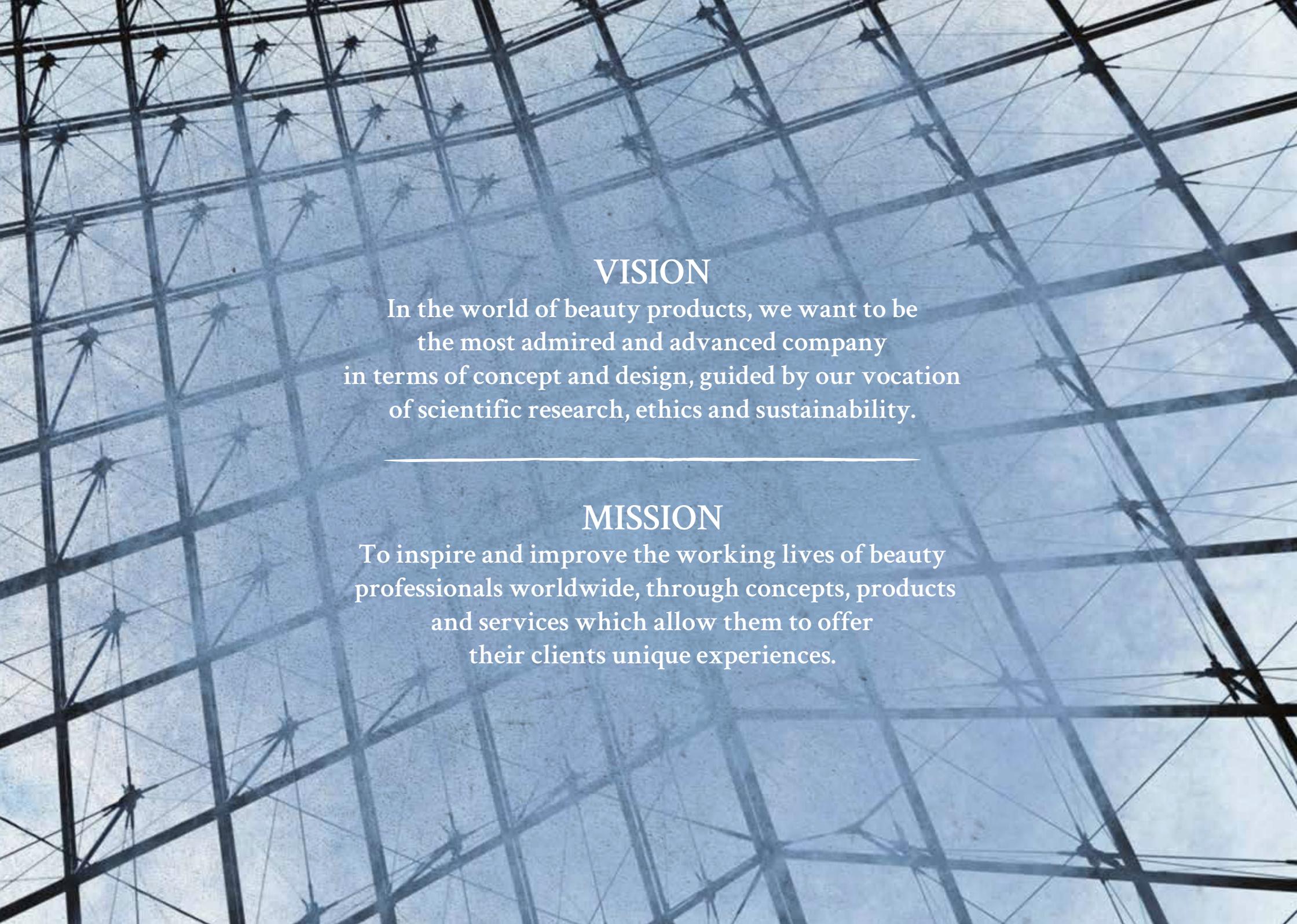
We believe that a balance between beauty and sustainability - what we call "sustainable beauty" - can improve our lives and the world around us.



[comfort zone]

We consider the skin to be a reflection of physical and emotional wellbeing, and of the choices we make every day. Our mission is to encourage a healthy, joyful and sustainable lifestyle, thanks to responsible and scientifically advanced solutions which visibly enhance skin, body and mind.





VISION

In the world of beauty products, we want to be the most admired and advanced company in terms of concept and design, guided by our vocation of scientific research, ethics and sustainability.

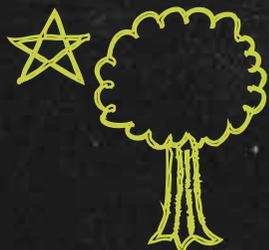
MISSION

To inspire and improve the working lives of beauty professionals worldwide, through concepts, products and services which allow them to offer their clients unique experiences.

DEVELOPMENT MODEL

We are inspired by our desire to ensure long-lasting prosperity for our business activities.

Our template is based upon:



maintaining and cultivating our brands



developing sales and profits by following our planned financial balance

Thereby creating a system which can dynamically sustain our growth and, at the same time, our prospects for future development, based on:



the quality of our products



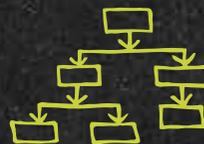
the expertise of our staff



the reliability of our distribution partners



the strength of our client relations



the effectiveness of our organisational procedures, particularly those geared to client service



*Shared
values*





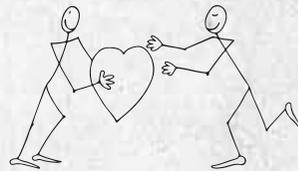
CARTA ETICA

This is a series of professional values which aims to help those who consult it to improve the quality of their work and wellbeing in corporate life. Drafted in 2005 by Davines and [comfort zone] staff with input from an external philosopher, the charter does not contain rules or instructions, but rather

proposals for ethical behaviour geared to an improved quality of life. The Carta Etica takes its inspiration from the ancient philosophy which places "beauty" next to "wellness"; to date it has inspired not only corporate life, but also products and services, as well as relations with suppliers, local partners and clients.



COMMUNICATION



SHARING



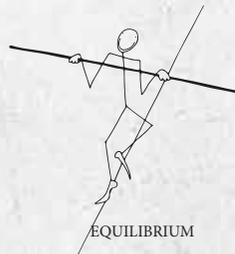
COSMOPOLITAN RELATIONSHIP



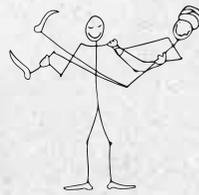
RESPONSIBILITY



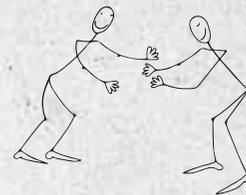
RESPECT



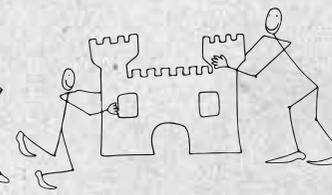
EQUILIBRIUM



INVOLVEMENT



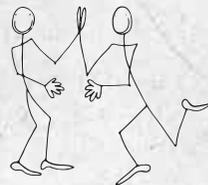
COURTESY



CONSTRUCTIVE SPIRIT



EXCELLENCE



UNITY



SPIRIT OF INITIATIVE



BEAUTY



Shared values

CODE OF ETHICS

This defines the series of values which the Davines group acknowledges, accepts and shares, and the series of responsibilities the group assumes both inwardly and outwardly. Adopted in 2014, it includes both current law and the Carta Etica, in order to promote good practice and behaviour within the firm.

SUSTAINABLE BEAUTY MANIFESTO

The beauty we believe in is based on harmony, good taste and an appreciation of individuality.

By creating beauty in a sustainable way, we want to encourage people to take care of themselves, the world they live in and the things they love.

"Beautiful and good", as the ancients defined the indivisible unity of inner and outer beauty, is another way of saying "sustainable beauty".

And "sustainable beauty" is another way of saying Davines.



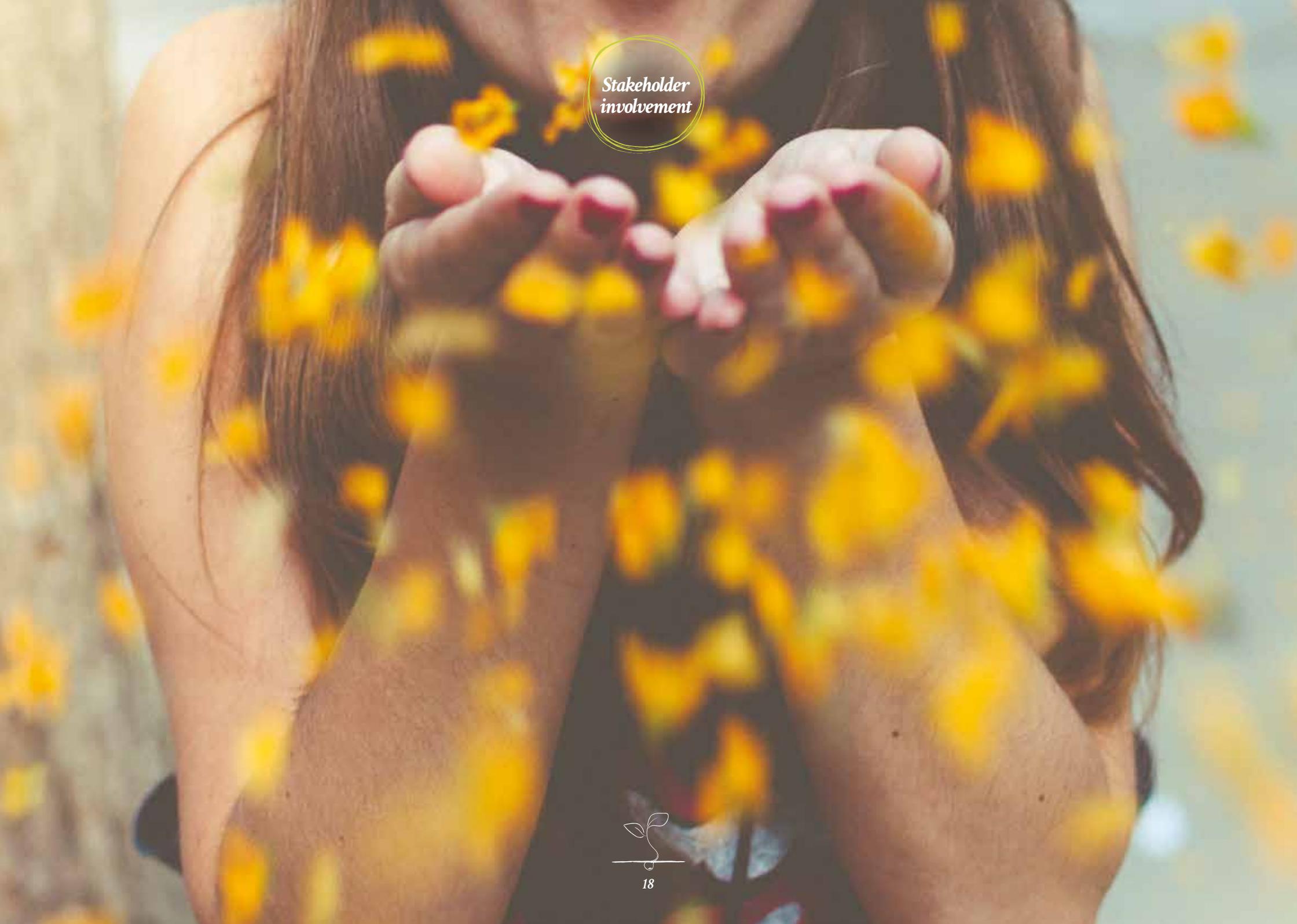
[comfort zone] FORMULATION PHILOSOPHY AND THE INTEGRATED APPROACH

Just as food nourishes the body, so cosmetics nourish the skin. This is why we have chosen a conscientious and sustainable approach, which we call "Science-based Conscious Formulas™". We select and prioritise the very best natural ingredients, and use them in quantities of up to 98%. We have eliminated parabens, mineral oils, SLES and silicones, replacing the latter with natural oils and butters to guarantee a beauty that is "real and active". We use high-tech molecules and innovative delivery systems when safe and useful to do so, guaranteeing maximum effectiveness and sensory pleasure.



Alongside our products, we offer professional treatments and lifestyle advice developed with the support of our Scientific Committee, to make sure the skin really is the reflection of physical and emotional wellbeing and the choices we make every day.



A close-up photograph of a woman's hands holding a large quantity of bright yellow flower petals. The petals are scattered around her hands, some in focus and some blurred. The woman has long brown hair and is wearing a dark top. In the upper center of the image, there is a circular logo with a double-line border containing the text "Stakeholder involvement".

*Stakeholder
involvement*



Stakeholder involvement

STAFF

CARTA ETICA AMBASSADORS

Following the introduction of the Carta Etica, a group of volunteers was formed within the company who seek to improve wellbeing, quality of life and the feeling of belonging for all employees. The team consists of 21 Ambassadors who meet on a three-monthly basis, nominate team leaders for projects and discuss progress, solutions and new ideas with the aim of creating the conditions in which all employees can express their full potential at work, grow as individuals and contribute to the firm's success. The Carta Etica Ambassadors team has generated the schemes "Solidalmente" and "The Concierge", which are now functioning independently.



PLENUM

Twice a year, in July and December, the management shares with staff at the Parma headquarters the company's results in the previous six months, the challenges underway and future goals. The pre-Christmas edition includes the Sustainability and Beauty Laboratory, an occasion for cultural enrichment where leading figures discuss the concept of "sustainable beauty", offering their direct experience in their field of expertise.

THE CONCIERGE

This project is geared to facilitate work-life harmony, by offering employees services which simplify their management of personal chores, from car-washing to delivery of fresh bread to the office. It also handles the establishment of special agreements with local businesses.



Stakeholder involvement

STAFF

PORTE AH!PER-TE

Since 2008, once a year the company has opened its doors to employees' families. This event, traditionally organised around Christmas, is particularly eagerly awaited by children, 75 of whom were present in 2015. The visit to the Research Laboratory is especially popular; here the children can formulate their own personalised cosmetic products, choosing colours, fragrances and labels.



SOLIDALMENTE

This scheme supports social initiatives of various kinds, operating in Parma and the surrounding area. Run by a group of volunteers, since 2012 the scheme has proposed numerous opportunities for active participation in social issues.



DAVINEWS

Every four months since 2005, the Davines group has published an in-house magazine in which new employees are introduced and information is shared about new products, upcoming events and the goals and challenges of the company. Founded at the head offices in Parma, DavineWS is international in scope and also embraces the overseas branches.

ECO OFFICES

This is a series of small environmentally friendly actions to implement in the office every day. Now in its second edition, this publication is shared with all staff members and forms part of the training program for new employees.

DAVINES BAR

At Davines a range of high-quality food is available, fresh and seasonal and prepared according to dietary guidelines drawn up in conjunction with a nutrition expert.

BIKE SHARING

The company has several bicycles which are freely available for short journeys, including outside working hours. A green solution to city traffic, but also a way of life and an invitation to healthy habits.




Stakeholder involvement
SUPPLIERS

DAVINES INCONTRA

Since 2011, every year Davines has dedicated a day to meeting its suppliers, in order to share with them - as well as the classic information of the budget - the company's strategic vision, mid and long-term goals, and ongoing and completed projects. This gathering is conducted in the interests of transparency, and offers suppliers an opportunity to better understand the group's values and its economic and financial identity.

ETHICAL COMMITMENT BY SUPPLIERS

Davines prioritises collaboration with suppliers who share similar values, in order to generate virtuous synergy beneficial to both parties, society and the environment. The document "Ethical Commitments by Suppliers" lists desirable practices which go beyond the minimum requisite of respect for the law and human rights, and covers items such as managers' refusal of bonuses and gifts, and the high health and safety standards in the workplace and in environmental protection.



Stakeholder involvement
CLIENTS

WORLD WIDE HAIR TOUR

The event dedicated to beauty which since 1996 has brought the international Davines community together every eighteen months. Held in a different city each time - the most influential venues in the world of trends and design - the event is a valuable opportunity for training and inspiration, but also a unique moment of collective sharing of the company values.



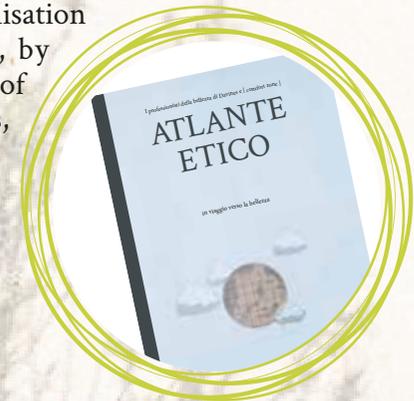
EXPERIENCE TOUR

This is the [comfort zone] event which since 2010 has gathered partners from all over the world to share tendencies and innovations in health, beauty and the world of spas and wellness. Every two years, in a different place each time, scientific researchers and marketing and cosmetics experts address educational and inspirational topics, providing an opportunity for in-depth discussion of the brand vision.



ETHICAL ATLAS

This publication is dedicated to beauty professionals in the greatest possible revolution: quality of life. Edited in conjunction with hairdressers and beauticians, the magazine is a guide to self-realisation and finding happiness in work, by rediscovering it as an expression of human goodness. The Ethical Atlas, published in 2015, has its roots in the Carta Etica, which gave rise to the desire to involve and inspire everyone, including clients.



Stakeholder involvement

CLIENTS

SUSTAINABLE BEAUTY WEEK

Since 2015 Davines North America has organised this yearly event in support of ethical beauty, as well as aesthetics. The participating salons open their doors to offer their services in exchange for donations which go entirely to The Fruit Tree Planting Foundation, a non-profit association which plants fruit trees in the most underdeveloped parts of the world to provide not merely environmental support, but also nutrition and professional training for the local populations.

In 2015, Sustainable Beauty Week resulted in the planting of 10,000 fruit trees in El Salvador and 9,000 in Uganda. In both places the planting was accompanied by specific fruit-growing training for the future carers of the trees, and the students received a training certificate.



LOW ENVIRONMENTAL IMPACT WEEK and READING MAKES YOU BEAUTIFUL

These campaigns were held in 2015 exclusively in Italian “Sustainable Beauty Partner” salons, and their aim was to incentivise both ecological transport and the social re-use of secondhand books. With the books collected, the hairdressers created libraries in hospitals, schools and communities, and organised fundraising events for charities.



RENEWABLE ENERGY SALONS

Since 2012 Davines has encouraged salons to switch to using electricity from renewable sources, and supported communication by participating salons to inform clients that the services offered, as well as the Davines products used, are powered by clean energy.



Stakeholder involvement
CLIENTS



I SUSTAIN BEAUTY

The worldwide “I Sustain Beauty” campaign is a call to action addressed to everyone who wishes to commit - in small or large ways - to the creation, promotion or protection of beauty in art, society and the environment. Ambassadors for the campaign are “sustainers of beauty”, and they come from many different sectors and act as an example of how we can use beauty to improve the world we live in.

Within this campaign, the Davines group was responsible for the restoration of three benches dating from 1748 and located in the loggia of the historic Palazzo Contarini in Venice, which concealed works attributed to Francesco Fontebasso, a major exponent of Venetian painting during that period. In 2015 the benches were exhibited to the public in the Ca’ Rezzonico museum of eighteenth century Venetian art, and they have now been replaced in the Palazzo Contarini.

The 2015 edition of I Sustain Beauty included 56 wonderful projects from 22 countries around the world. Among these, Davines prioritised the “Without Borders” project instigated by Salvador Giaquinta in Lima, Peru. Salvador opened a hairdressing school where he provides free training to women living in poverty in the theoretical and practical basics of the hairdressing trade. This scheme gives many people the chance to turn their lives around, by helping them to enter the world of work. Salvador was awarded a prize which took the form of funds and equipment for his training school.

2015 AMBASSADORS



Toto Bergamo Rossi
Director of the Venetian Heritage Foundation



Matteo Thun
Architect and designer



Gundula Deutschlander
Head of Babylonstoren Gardens, Cape Town



*Our
commitment*



Our commitment

PEOPLE

- Annual results at head office -

EMPLOYEES:
WOMEN TO MEN RATIO

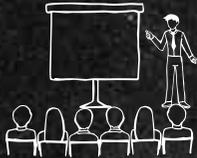


59% women
41% men

EMPLOYEES
IN MANAGERIAL ROLES
(Directors, Managers, Supervisors)



48% women
52% men



1,4 days
training
per employee



138
employees
of non-Italian origin
(group)



91,66%
employees who have
received a results-based
reward

- 2016 objectives -

- ✓ Raise employees' awareness of the value of inclusion and difference as a source of enrichment in interpersonal relations at work.
- ✓ Make paid hours available to employees for volunteer work.

PLANET

- Annual results at head office -



31%
solid waste recycled
or recuperated out of
total waste



0,17 kg
solid waste
generated per kilo
of product



100%
electricity from
renewable sources
used by the company



0,0074 m³
water used per kilo
of product



0,088 Sm³
methane gas used
per kilo pf product



0,426 kWh
electricity used
per kilo of product



536.054 kg
CO₂ emitted
(goals 1 and 2)



1^a Tesla
model S, in the
corporate car pool

- 2016 objectives head office -

- ✓ Reach 50% of total solid waste recycled or reused.
- ✓ Reduce water use per kilo of product by 5%.
- ✓ Keep CO₂ emissions below the threshold of 550,000 kg (goals 1 and 2) regardless of increased production.
- ✓ Increase our corporate car pool of hybrid, plug-in and electric vehicles, including Tesla Models X and 3 (ordered in early 2016).



Our commitment

COMMUNITY

- Annual results at head office -

ORIGINS OF RAW MATERIALS
AND SERVICES USED BY THE FIRM (by value)



42%

of main suppliers* with
sustainability rating
"excellent" or "above average"

*suppliers representing 74% of the value of supplies in 2015.



65%

of main suppliers* with
located within 200 kms
of the premises

DONATIONS



232.000 €

donated to social and environmental causes

- 2016 objectives -

- ✓ Increase the percentage of suppliers with "excellent" or "above average" sustainability ratings by supporting suppliers in improving their areas of weakness.
- ✓ In the context of the "Parma, io ci sto!" initiative, establish collaboration with the local business community, with the projects "Parma Highway-Km Verde", "Nuova Illuminazione e valorizzazione della Camera di San Paolo" and "Orto dell'Antica Spezieria di San Giovanni". Collaborate with the University of Parma's Department of Sustainability for the establishment of a regional network linked to sustainability.
- ✓ Circulate the awareness that physical and emotional balance is the first step to taking care of ourselves and others, through participation in the Global Wellness Day, the world initiative for wellbeing, for which Davide Bollati was nominated Ambassador for Italy in 2015.

INNOVATION IN PRODUCTS AND PACKAGING

- Annual results -

INGREDIENTS OF RAW
MATERIALS USED



53,34%

natural ingredients, including
certified organic

23%

modified natural
ingredients

23,66%

synthetic ingredients

TRACEABILITY
OF INGREDIENTS



58%

from approved
producers

15%

from geolocalised
crops

TOTAL PACKAGING
(primary, secondary, tertiary)



54,62%

from renewable sources
(paper, wood)

45,38%

from non-renewable sources
(plastic, aluminium, glass)

49,09%

in recyclable materials
(paper, cardboard)



83%

highly biodegradable
ingredients (OECD 301
method, compliant with
EC ruling 648/2004)



42%

of turnover
produced with
CO₂ offset
packaging



31.193 kg

plastic saved by
Activator and
Essential Haircare
bottles (1 and 5 litres),
the equivalent of a
reduction of 29.3%

- 2016 objectives -

- ✓ Apply the "Sustainable Life Cycle Assessment" on at least 50% of products manufactured by us.
- ✓ Increase our CO₂ offset for packaging by 65%.



RESEARCH CHARTER

This document gives a series of guidelines to which the Davines Research Laboratory aspires for the creation of effective formulas which are consistent with the company's ideals of sustainability.

The ingredients selected by researchers at the Laboratory are, whenever possible, of natural origin, eco-certified, environmentally sustainable and organic. Priority is given to ingredients which are typical in the traditions of world countries, which are selected in respect for local biodiversity. The researchers make sure that their production cycles adhere to fundamental ethical principles at every stage of production. During the formulation phase, the researchers plan to use the minimum temperatures necessary, reduce water use and employ energy from renewable sources.



GREEN PACKAGING

For several years, the Davines group has offset the carbon dioxide emissions generated by the production of packaging for its most popular lines, through reforestation projects and protection schemes for woodland areas. Packaging is produced using the minimum possible quantity of material, and the predominant use of primary packaging only, to limit outer packs; when necessary, these are recycled or recyclable and compostable.

Packaging uses single materials, easily separated to facilitate waste differentiation. Logistics are optimized to reduce the volume of packages and carbon dioxide emissions created by transport.





Our commitment B CORPORATION

WHAT IS A B CORPORATION

A B Corporation or B Corp is a new type of company which seeks to redefine the concept of business success and compete by being not only the best company in the world, but the best company for the world. To this end, B Corps use the resources and influence of the company to develop new solutions to environmental and social problems, meeting higher standards of performance, transparency and responsibility. www.bcorporation.net

WHY BECOME A B CORP

B Corp è un movimento di imprese che si ispira agli stessi principi nei quali crede il gruppo Davines, fondati sull'idea di conciliare il successo dell'attività di impresa con la massimizzazione dell'impatto positivo sul mondo che ci circonda, e quindi sul nostro staff, sulla comunità nella quale operiamo, sui fornitori, sui clienti e sull'ambiente. La volontà di diventare una B Corp è coerente con l'obiettivo di perseguire con metodo, oggettività e coerenza il nostro intento di creare un modello di impresa orientato ad una "prospera longevità", dando sempre più concretezza ai valori che esprimiamo nella nostra Carta Etica.



THE CHALLENGE BEFORE US

Companies interested in joining the B Corp movement are evaluated by the B Lab certifying body by means of a Business Impact Assessment, a questionnaire which aims to measure the firm's degree of social and environmental performance in four themed areas: governance, people, community and environment. A score of 80 points out of a total of 200 is needed for certification.

Achieving the required number of points usually involves profound structural changes, even for companies which - like the Davines group - have already spent years investing in sustainable development. All levels of the company structure are affected, in order to reach measurable targets on increasingly challenging projects. This is an approach which reflects what the company is today, and what it could be and seeks to become.



*If our dream
is yours too*

If you like the philosophy behind the Davines group and you'd like to be involved in our projects for ethical and aesthetic beauty, don't miss out on our advice and upcoming opportunities:

I SUSTAIN BEAUTY

An invitation to beauty addressed to everyone who wants to make the world a better place. Present your project for artistic, environmental or social beauty by 30 October 2016 on www.isustainbeauty.com

READING MAKES YOU BEAUTIFUL

When you go to the hairdresser's with a secondhand book you'll get a special discount. The scheme takes place between 7 and 11 November 2016 in the 380-plus Sustainable Beauty Partner salons in Italy. With the books collected, the salons will create projects for the benefit of the community. You can download your coupon in the days before the initiative from the website www.davines.com or from the Davines Italia Facebook page.

ECO TIPS

To increase the sustainability of our surroundings, a few simple reminders are enough. Consult our Eco Salon Guide on the websites www.davines.com or www.comfortzone.it.



*Sources and
further
information*

To find out more, visit www.davines.com or www.comfortzone.it,
you'll find a section dedicated to the Sustainability Report
and you can consult the group's publications:



CARTA ETICA



CODE OF ETHICS



ETHICAL ATLAS



RESEARCH CHARTER



FORMULATION PHILOSOPHY [COMFORT ZONE]



CODE OF CONDUCT



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For further information and updates:

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