

The background of the cover is a close-up photograph of several purple flowers, likely Salvia, with a soft, out-of-focus background. The flowers are arranged in vertical spikes. A white rectangular box with a thin black border is centered in the upper half of the image, containing the title and issue information.

DAVINEWS

Australia

ISSUE 175 / JULY 2022

**WE sustain
beauty**
growing the future
with regenerative agriculture



DAVINES PRESENTS/THE MANIFESTO PRODUCT

“The linear economy model – based on the paradigm of taking, use, dispose of – is no longer sustainable. To guarantee the survival of our species, we need a paradigm shift that turns the tide of the linear economy. Our vision is circular and regenerative; we aim at restoring the environmental balance between human beings and nature, giving back what we already received.”

Davide Bollati - Chairman, Davines

LIMITED EDITION:
ESSENTIAL HAIRCARE
HAIR & BODY WASH
250 ML

Delicate hair and body wash.
Provides soft skin and shiny, silky hair.

AVAILABLE JULY 2022

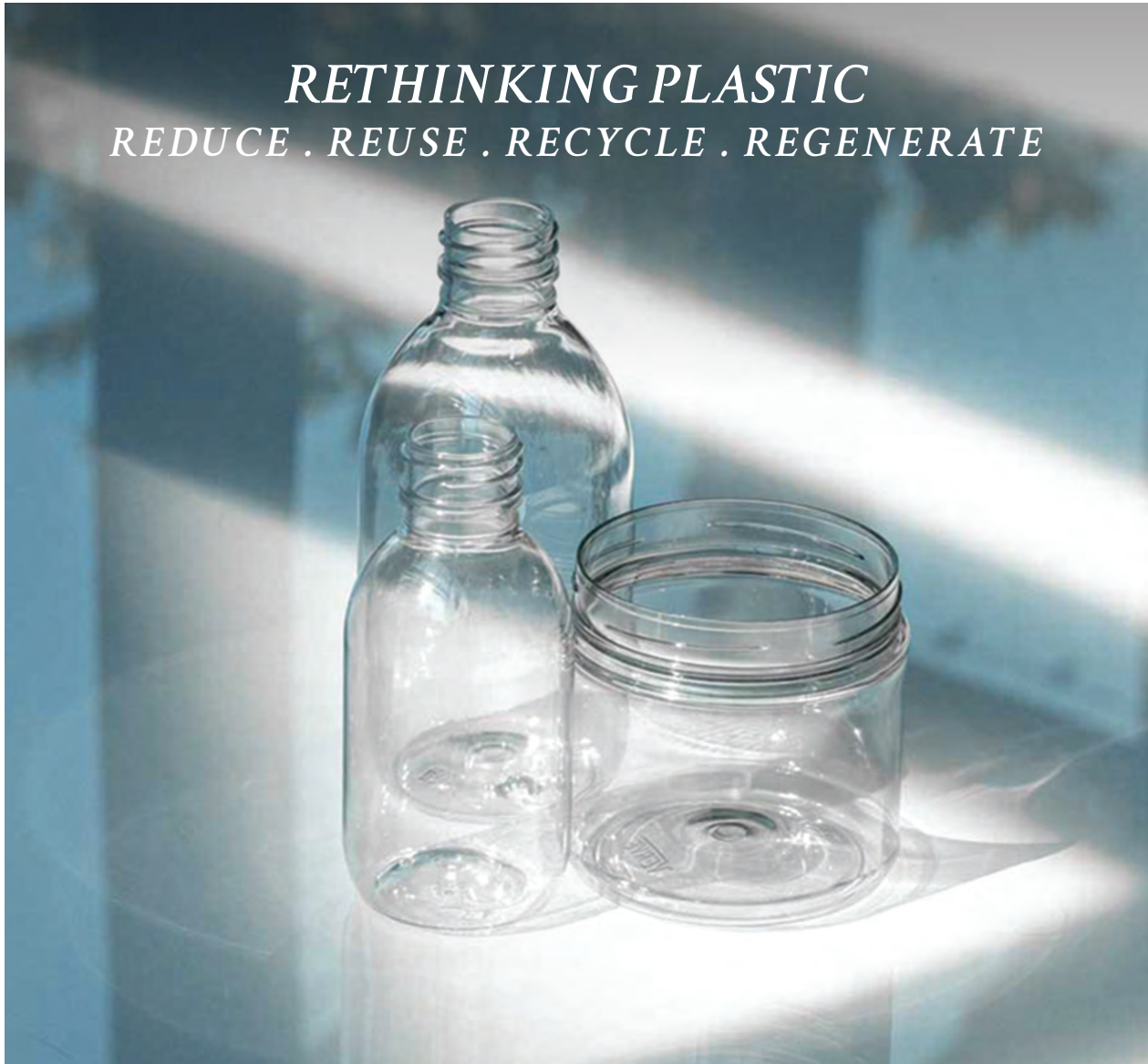


**A SYMBOLIC PRODUCT
WITH A PURPOSE:**

- Embodying our values, commitment and the evolution of our scientific know how.
- Celebrating our partnership with Rodale Institute.
- Representing a milestone for Davines company.

RETHINKING PLASTIC

REDUCE . REUSE . RECYCLE . REGENERATE



THE CHALLENGES OF PACKAGING:

Packaging forms the basis for identity and brand image for beauty companies, however it is important to assess the potential damage the packaging has on the planet long after its useful life. This is a question Davines has been addressing since 2014 and are still seeking the best answer for.

WHY ARE WE USING PLASTIC PACKAGING?

At present Davines Group is using four types of materials for packaging: paper, glass, aluminium and plastic. For each formulation and packaging created by Davines an environmental impact analysis is performed to guarantee we are having the least impact possible from the beginning to the end of the products life cycle. Plastic packaging allows for lightweight design which sees a reduction in raw materials used and weight therefore generating less CO2 emissions in manufacturing and transport. When choosing plastic we prioritise recycled or bio based plastic to lessen our environmental impact.

OUR PLASTIC FOOTPRINT



In 2020 we calculated our plastic footprint to be 722 tonnes for all of our business activities. As of 2021 we began the process of neutralising this impact and collected 100 tonnes of plastic from coastal communities in Indonesia, The Philippines & Brazil thanks to our partnership with Plastic Bank. In 2022, we will collect an equal amount of plastic from coastal communities making Davines officially plastic neutral.



TIPS FOR HYDRATED HEALTHY HAIR THIS WINTER



With winter settling in our hair can start to feel more brittle, perhaps even start experiencing breakage due to lack of moisture in the air. To maintain hydrated and healthy hair we recommend the following tips:

- 1. Use hydrating products** – If your hair is feeling dry limit your use of overly cleansing products and opt for shampoos and conditioners which add moisture to the hair. For a boost of hydration, we recommend our Momo Shampoo and Conditioner for all hair types, or our Nounou Shampoo and Conditioner for thick and coarse hair.
- 2. Incorporate a mask into your routine** – Use a hydrating mask in your weekly haircare routine to give extra nourishment to your hair. We recommend our Oi Hair Butter or our Heart of Glass Intense Treatment.
- 3. Lower the heat setting on styling tools** – Heat exposure dries out the hair, to limit this effect use a lower temperature setting when using hot tools.
- 4. Always use a heat protectant** – Limit damage and protect the cuticle when using hot tools by using a heat protectant. We recommend our Essentials Melu Shield or More Inside Blow Dry Primer.
- 5. Use a leave-on treatment** – Keep hair hydrated for longer and frizz at bay by using a leave on treatment. Try our favourite Oi Oil, or for thick and coarse hair try our Essentials Love Smooth Perfector.



WINTER TREATMENT MENU IDEAS

Enrich your service menu offering in salon this winter, with some of our favourite treatment options for beautiful and healthy hair.



Get inspired with our Oi Range and give your clients absolute beauty.



For targeted treatment options, try our Naturaltech menu.



Try our Hygge Menu, designed to encourage a moment of selfcare this winter.