

DAVINES GROUP



At Climate Week in New York, Davines Group launches its ambitious 2030 environmental sustainability program
“Davines Group Towards Planet Regeneration”

DAVINES GROUP'S NEW FRONTIER FOR SUSTAINABILITY IS 'DECOUPLING': SEPARATING ENVIRONMENTAL IMPACT FROM BUSINESS GROWTH

- **Decarbonization:** by 2030, the Group will reduce greenhouse gas emissions per kg of bulk product by 55% compared to 2022. 100% of the energy requirements of the offices and production facility in Parma will be self-generated from renewable sources at Davines Village
- **Circularity:** by 2030, the amount of purchased virgin fossil plastic should not exceed 10% of the total weight of plastic packaging.
- **Biodiversity:** by 2030, over 90% of ingredients purchased and used in formulas will be natural; over 85% of ingredients purchased and used in formulas will be with reduced bio-accumulation in the environment.
- **Water:** by 2030, the Group will reduce the total water consumption of the production plant and the offices of the Davines Group Village in Parma by 50% and the water use intensity (per tonne of bulk product) by 75%; the implementation of a waterloop system at the Village will enable up to 60-70% of waste water to be recovered.

Parma, September 30th 2024 – The **Davines Group** – a company active in the professional cosmetics industry with the Davines haircare and [comfort zone] skincare brands, B Corp-certified since 2016 – presented its 2030 environmental sustainability program **“Davines Group Towards Planet Regeneration”** at Climate Week in New York. Through a **sharing process** that for months actively involved all the company's key figures and departments, the Davines Group's Corporate Sustainability team, together with the **Foundation for Sustainable Development**, an authoritative study center on the green economy in Italy, led the Group's **new quantifiable 2030 goals** to combat climate change.

*“The biggest challenge is being able to separate environmental impact from business growth,” emphasizes **Davide Bollati, Chairman of the Davines Group**. “We need to dramatically reduce resource extraction, energy consumption, pressure on natural capital and all climate-related impacts as we continue to significantly grow the Davines Group. Achieving sales of 500 million by 2030 is an ambitious goal, but we are determined to achieve it in a sustainable manner, pursuing a regenerative vision and ensuring development that is not at the expense of the environment. This, as a stakeholder-driven company, is our way of creating a good life for everyone.”*

To ensure that its activities respect the planet's limited resources and are fair to the communities in which it operates, Davines Group will not only reduce its own direct environmental impacts, but also actively strives to reduce the impacts of all activities, including those of its suppliers and consumers.

The Davines Group has been working with suppliers and customers for years to promote positive change throughout the value chain, anticipating recent regulations that encourage companies to also assume responsibility upstream and downstream of their operations. For example, since obtaining B Corp certification in 2016, the Group has encouraged 19 suppliers, 2 distributors, and 4 salons on the path to becoming B Corps.

“The Future Salons, Beauty Centers & SPA Initiative” project is an integral part of the 2030 program and fully incorporates this comprehensive approach to environmental sustainability, aimed at **steering salons, beauty centers and spas** toward a lower-impact development model. This initiative spans all four pillars underpinning the Group's regenerative sustainability strategy and involves the implementation of specific actions: from reducing water consumption to recycling plastics and other waste to energy efficiency, just to name a few.

These initiatives will have a significant impact, as all partners involved will not only adopt practices with reduced (environmental) impact but also become **‘multipliers’ of the Davines Group's environmental sustainability goals**, in turn inspiring customers to make virtuous lifestyle changes.

Decarbonization: Davines Group's path to NET ZERO

In May 2022 the Group signed its commitment to reach the NET ZERO target, by 2050 at the latest, with the Science Based Target Initiative. This initiative, launched in 2015, promotes the setting of science-based decarbonization targets.

DAVINES GROUP



Decarbonization: goals for 2030

On its path to NET ZERO, the Group has projected a **55% reduction in greenhouse gas emissions** per kg of bulk product by 2030 compared to 2022. This target was calculated based on the boundaries defined by the GHG Protocol¹.

Through this intensity target, the Group aims to achieve the ambitious goal of decoupling growth in turnover and production from increased climate-changing gas emissions.

Moreover, **by 2030, 100% of the energy used will be self-generated from renewable sources at Davines Village:**

- by 2030, natural gas will be replaced by self-generated renewable energy, with the goal of completely eliminating fossil fuels for processes. Decarbonizing thermal consumption is a significant and complex challenge for companies aiming to eliminate their Scope 1 emissions;
- by 2030, the entire electrical consumption of the manufacturing plant and Davines Group Village offices will be powered by additional and newly generated solar energy produced on site. This will be achieved through an innovative agrivoltaic system and traditional photovoltaic installations.

The agrivoltaic system at EROC

Agrivoltaics is one of the most promising innovations in the renewable energy field. **The Group's agrivoltaic approach integrates renewable energy with regenerative organic farming.** Indeed, the Group will install the agrivoltaic system on the land where its European Regenerative Organic Center (EROC) – Europe's first center dedicated to training, research and dissemination in the field of regenerative organic agriculture – is located. EROC covers a 17-hectare site across from the Davines Group Village in Parma, Italy.

The agrivoltaic system will allow electricity to be generated from photovoltaic panels arranged at a certain height and supported by vertical structures, below which regenerative agricultural practices can be carried out without limiting productivity, but rather exploring synergies with underlying crops.

Davines Group's circularity challenge starts with packaging

For the company, circularity is mainly about **reducing the use of raw materials**. A team of experts is inspired daily by **eco-design principles** to study lower-impact solutions for all products, both in terms of material innovation and process efficiency, while always safeguarding quality and safety.

Circularity: goals for 2030

- by 2030, the amount of purchased virgin fossil plastic should not exceed 10% of the total weight of purchased plastic packaging, considering all packaging levels (primary, secondary and tertiary). This goal applies to both in-house production and what is produced and packaged outside the production facility (full services);
- by 2030, all aluminum purchased for product packaging should be 100% recycled, considering both in-house production and full services;
- by 2030, all paper and cardboard used for product packaging should be 100% recycled, considering in-house production and full services.

Biodiversity: natural ingredients from regenerative organic farming

Since 2021 at the EROC regenerative organic farming research center in Parma, the team of agronomists led by Scientific Director Dario Fornara has been analyzing this type of agriculture, which can improve soil health, enrich biodiversity and fix CO₂ sequestered from the atmosphere in the soil, while also requiring less water use, helping to mitigate climate change.

In 2023, 14 new ingredients were approved for the Group's formulas, including 6 from regenerative organic farming. In addition to the **European Regenerative Organic Center**, the 3,000-square-meter **Scientific**

¹ (shown in the Davines Group's Sustainability Report 2023), therefore including both Scope 1 and 2 emissions and Scope 3 emissions, with reference to the year 2022, amounting to 43,453 tons CO₂eq. Excluding the use phase (emissions that result from the use of products), however, including emissions related to the hairspray use phase because their use generates direct emissions from the use of climate-altering propellants.

DAVINES GROUP



Garden at the Parma headquarters, featuring more than 6,000 plants, also provides an oasis of biodiversity where new ingredients can be discovered.

Biodiversity: goals for 2030

The goals cover a wide range of aspects from using more sustainable ingredients to using highly biodegradable materials to restoring ecosystems by collecting plastic waste:

- by 2030, the Davines Group plans to increase the number of ingredients from regenerative organic (ERO model) or Regenerative Organic Certified® (ROC) farming practices to at least 80;
- by 2030, 10% of ingredients purchased and used in formulas must be certified as coming from regenerative organic farming;
- by 2030, over 90% of ingredients purchased and used in formulas will be natural or of natural origin;
- by 2030, over 85% of ingredients purchased and used in formulas will be with reduced bio-accumulation in the environment²
- by 2030, only formulas containing palm oil or its derivatives with RSPO (Roundtable on Sustainable Palm Oil) CSPO (Certified Sustainable Palm Oil) certification will be produced, preferably adhering to the more stringent criteria of POIG (Palm Oil Innovation Group);
- by 2030, 5,000 tons of plastic waste will be collected from the environment as part of ecosystem restoration efforts outside its value chain through eco-restoration projects.

Water footprint reduction

The Davines Group has long been committed to reducing its impact on water resources. Indeed, conserving water and reducing its water footprint throughout the value chain are among the main goals of its current sustainability strategy.

Water: goals for 2030

To preserve this precious resource, the Davines Group aims to significantly reduce its water footprint:

- by 2030, total water consumption at the Davines Group Village, taking into account offices and the production plant, will be reduced by 50% compared to 2023 levels;
- by 2030, the intensity of water use during the production phase will be reduced by 75% per ton of bulk product compared to levels measured in 2023.

To achieve its ambitious targets, the Davines Group – in keeping with projects carried out in recent years – aims to **assess, through an organizational water footprint, the environmental impact of its production processes and supply chain on water supplies**, both in terms of quality and quantity of available water.

The Davines Group also aims to implement a **waterloop system at the Village** in Parma, which will recover up to 60-70% of wastewater.

To discover more about, visit <https://davinesgroup.com/en/our-impact/our-sustainability-vision>.

Davines Group

Davines Group is an Italian family-owned company based in Parma, founded by the Bollati family, which started its journey in 1983 and celebrated its 40th anniversary in 2023. The Group operates in the international professional beauty, haircare and skincare markets through the Davines and [comfort zone] brands. Davines Group is now present in more than 90 countries and, in addition to its headquarters and production plant in Parma, has 8 offices worldwide, in New York, London, Paris, Düsseldorf, Mexico City, Deventer (in the Netherlands), Hong Kong and Shanghai. In 2016, Davines became a B Corporation, a company that aims to generate a positive impact on people, the planet and communities through its business. Davines originated as a research laboratory specializing in the creation of haircare and skincare products, serving small local producers and international cosmetics operators. All formulas are developed and produced at the Davines Group headquarters in Parma. The brand specializes in highly sustainable products formulated with artisanal methods and manufactured in line with the latest and most advanced cosmetic research and techniques.

For more info, visit: <https://davinesgroup.com/>; LinkedIn: Davines Group

² (water and non-organic substances and rapidly biodegradable raw materials: classified as such according to the OECD 301 method, Rec. Regulation EC No. 648/2004, i.e., if more than 70% of the compound biodegrades in only 28 days)

DAVINES GROUP



Contacts:

Alessandra Sabellico

Global Corporate Communications & Reputation Director

Davines Group

Email : a.sabellico@davines.it; M: + 39 3498012183

Be Media – Corporate Communications Agency

Serena Battiloro E: s.battiloro@bemedia.it; M: +39 3401869091

Erika Cappellini E: e.cappellini@bemedia.it; M: +39 3347714487

Federico Spagna E: f.spagna@bemedia.it; M: + 39 3890209835