

DAVINES GROUP



PRESS RELEASE

DAVINES GROUP STEPS UP PLASTIC COLLECTION: OVER 3,436 TONNES OF PLASTIC REMOVED FROM THE ENVIRONMENT OVER THE PAST FIVE YEARS

The one-to-one ratio has been respected: to collect the same amount of plastic waste as that generated by the packaging of products sold in 2025 – equal to over 868 tonnes – Davines Group has partnered with a new organization, CleanHub. In addition to plastic waste collected in coastal areas by Plastic Bank, the Group has included non-recyclable plastic collected by the German B Corp CleanHub.

Parma, 20 May 2026 – Davines Group – a company active in the professional cosmetics sector with the brands Davines and [comfort zone], and a B Corp since 2016 – is strengthening its commitment to supporting the collection of plastic waste to prevent it from reaching the environment through the launch, at the end of 2025, of a collaboration with B Corp CleanHub (www.cleanhub.com).

Plastic waste collection represents one of the key initiatives in Davines Group's environmental sustainability strategy. **In 2021**, the Group launched its **collaboration with Plastic Bank**; from **2022**, it further strengthened its commitment to collect an amount of plastic waste equivalent to that of Davines and [comfort zone] packaging sold worldwide, **with a one-to-one ratio**. **From 2021 to 2025, the Group contributed to the collection of over 3,436 tonnes of plastic.**

YEAR - PARTNER	CAMPAIGN	PLASTIC COLLECTED	COUNTRIES
2021 – Plastic Bank	Rethinking Plastic	100 t	Brasil, Philippines and Indonesia
2022 – Plastic Bank	1:1 Collection	779,1 t	Brasil, Philippines and Indonesia
2023 – Plastic Bank	1:1 Collection	823 t	Brasil, Philippines and Indonesia
2024 – Plastic Bank	1:1 Collection	866,1 t	Brasil, Philippines, Indonesia and Thailand
2025 - Plastic Bank (56,4%) and CleanHub (43,6%) *	1:1 Collection	868,1 t	Philippines, Indonesia, India and Guatemala
TOTAL		3436,3 t	

**In the process of completion*

The quantities of plastic removed from the environment have increased year after year, in line with the growth in production and products sold, **reaching over 868 tonnes in 2025**. Collection was carried out partly by Plastic Bank (on the coasts of Indonesia) and partly by the new partner CleanHub (in India, Indonesia, the Philippines and Guatemala), a B Corp chosen by Davines Group to support different plastic waste recovery models, and in particular to prevent **a greater amount of non-recyclable plastics** polluting ecosystems. Plastic waste collected by CleanHub consists of around **70% thin and multilayer plastics**, such as **transparent films, crisp packets and confectionery wrappers**. These are mixed materials which, as they are not recyclable, **have no market value and would risk not being collected**, remaining dispersed in the environment.

**From 2023 onwards*

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From a circular economy perspective, plastic that does not meet the standards for mechanical recycling is sent for **co-processing**, enabling energy recovery in cement plants where it is used as an alternative fuel, reducing the use of virgin fossil sources. Ash residues from combustion are also reused in cement blends, and the CO₂ emissions generated by co-processing are lower than those that would have been produced by the use of fossil fuels.

Co-processing currently represents **the lowest environmental impact transitional solution** for the management of non-recyclable plastic. Compared to traditional incineration, non-recyclable plastics used to fuel industrial kilns, such as cement kilns operating at very high temperatures, do not release toxic substances such as dioxins and furans. In addition, co-processing makes it possible to **avoid disposing of additional waste in landfill**.

Plastic waste prevented from reaching the environment, recycled or diverted from landfill, is also an important source of income for local communities in vulnerable areas. Through CleanHub, Davines Group contributes to the creation of **contracted jobs with fair wages**: waste collectors are paid by the hour, regardless of the volume collected, **ensuring stable employment and greater financial security**. A virtuous example is the **Clean Kerala** project in India, which promotes the ethical employment of **women from disadvantaged backgrounds**.

“Circularity and biodiversity are two of the pillars of our regenerative, long-term growth model. Packaging is one of the strategic levers to pursue this: on the one hand, we reduce resource consumption, emissions and waste through eco-design, while at the same time committing to removing from the environment an amount of plastic waste equivalent to the total plastic packaging of the products we sell,” **comments Davide Bollati, Chairman of Davines Group**. *“For 2025, we have evolved our collection model with a new partner, CleanHub, a B Corp like us, which allows us to contribute to the collection of non-recyclable plastic through a model that is rewarding not only for the environment but also for local communities, which receive a stable and secure income.”*

Within its environmental sustainability strategy to 2030, **“Davines Group Towards Planet Regeneration”**, the Group has set ambitious goals, including: cumulatively collecting **5,000 tonnes** of plastic waste from the environment by 2030* (a target already 51% achieved in 2025); limiting the use of virgin fossil plastic to no more than **10%** of the total weight of purchased packaging; and using **100% recycled aluminium, paper and cardboard** for product packaging.

*From 2023 onwards

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Davines Group is an Italian family-owned company based in Parma, founded by the Bollati family, which began its journey in 1983 and celebrated its 40th anniversary in 2023. The Group operates in the international professional beauty market, specialising in haircare and skincare through its brands Davines and [comfort zone]. Today, Davines Group is present in over 90 countries and, in addition to its headquarters and production facility in Parma, it has 9 international offices in New York, London, Paris, Bilbao, Düsseldorf, Deventer (in the Netherlands), Mexico City, Hong Kong and Shanghai. In 2016, Davines became a B Corporation, committing to generating a positive impact on people, the planet, and communities through its business. Originally founded as a research laboratory specialising in the development of haircare and skincare products, Davines initially served small local producers and international cosmetic companies. All formulations are developed and produced at the Davines Group headquarters in Parma, Italy. Both brands – Davines and [comfort zone] – specialise in highly sustainable products, crafted with artisanal methods and created using the latest and most advanced cosmetic research and techniques. For more information, visit: <https://davinesgroup.com/>; LinkedIn: Davines Group

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