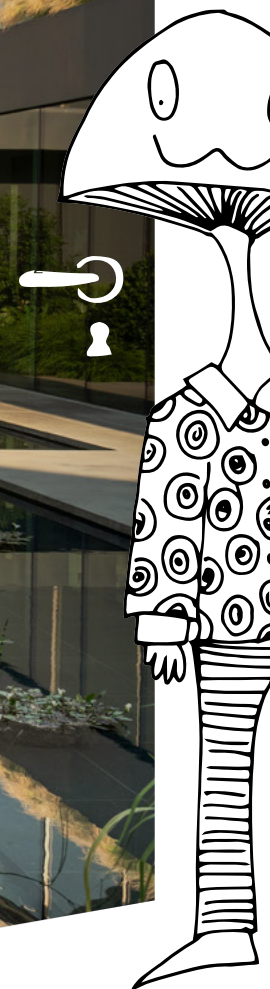



40

DAVINES
GROUP

DAVINES GROUP

2022/2023 SUSTAINABILITY REPORT





"In the new factory,
please take care of the
company, guys, because
the company is yours,
not mine"

Gianni Bollati
Davines Group Founder

**DAVINES
GROUP
VILLAGE**



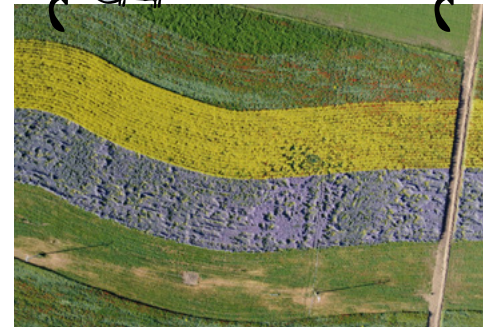
THE DAVINES GROUP

- About us
- Our vision
- Our path to regeneration
- Highlights



OUR GOVERNANCE

- Stakeholder wheel
- Materiality matrix
- Sustainability Ecosystem
- Regenerative Evolution



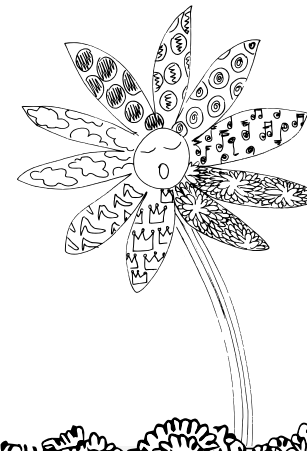
OUR PERFORMANCE

- People
- Planet
- Community



40 YEARS

- Our history
- Our brands





YEARS
OF ACTIVITY
IN 2023

2

SKINCARE
AND HAIRCARE
BRANDS

9

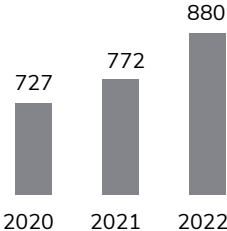
OFFICES
WORLDWIDE

PARMA
LONDON
NEW YORK
PARIS
DEVENTER
HONG KONG
MEXICO CITY
DÜSSELDORF
SHANGHAI

89

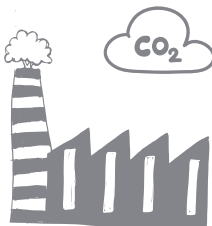
COUNTRIES IN
WHICH WE
OPERATE

880
EMPLOYEES
OF 40
NATIONALITIES



1

PRODUCTION PLANT
IN PARMA
CARBON-
NEUTRAL
SINCE 2018



47

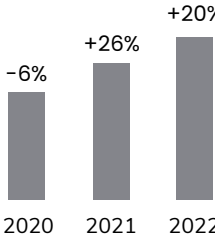
FORMULAS
DESIGNED

41

RESEARCHERS

€230
MILLION
TOTAL
TURNOVER

117.4
B CORP
SCORE



“For a better future, a collaborative approach is needed”

Forty years after its foundation, the fundamental element that defines the Davines Group today is its vision of “regenerative sustainability”, which is at the core of its sustainable strategy, adopted with an integrated and collaborative approach. Group Chairman Davide Bollati discusses the founding values of the journey embarked upon 16 years ago, which led the company to achieve the B Corp certification in 2016 and to become a Benefit Corporation in 2019. These values are not only geared toward achieving increasingly ambitious sustainable goals, but also toward collaborating and sharing knowledge, so as to maximize the efforts to drive change. The Davines Group boasts a multitude of initiatives on this front, including the founding, together with other B Corps, of the B Corp Beauty Coalition. The group also participated in the founding of the Regenerative Society Foundation, the European Regenerative Organic Center (EROC) in partnership and joint management with the Rodale Institute, and the signing of commitments with the Science Based Targets initiative to define a strategy toward the Net Zero goal.

What are the founding values of the Davines Group's sustainability philosophy?

Our company, since its establishment 40 years ago, has been founded on a purpose, which is to do our best for the world by creating a good quality of life for all through beauty, ethics and sustainability. Our sustainable vision is based on what we have called the Davines Group Sustainability Ecosystem, divided into three strategic areas – Planet, People and Community – which are in turn based on specific pillars; for the environment, in particular, these are decarbonization, circularity, conservation and enhancement of biodiversity. This idea of regenerative sustainability aims to reduce the ecological footprint on several fronts, including with regard to water, for example: we have begun to explore solutions to improve the water cycle while regenerating the planet.



What do you see as the role of businesses in promoting sustainability and addressing global challenges such as climate change and biodiversity loss?

The role of businesses must be exemplary, in order to involve others and bring them on board in this transition, fostering the spread of a sustainable culture, as well as a pragmatic one, so as to produce concrete solutions. With this in mind, our idea of sustainability is based on collaboration, from a non-competitive standpoint, so that we can work together to spread the values needed to build a better future. We are very happy that the 2023 Green Economy Festival, which took place in early May, was once again held in Parma. The purpose of this Green Week is to learn and share, promoting “cross-fertilization” that allows us to pool knowledge, experiences and inspire us to always do better.

What are your current goals?

One concrete goal is our agrivoltaic project, which we want to conclude in the coming months in order to produce 100% of the energy needed for the Davines Group Village on-site. We are already carbon-neutral, but that is not enough for us. We have a landscape gardening project involving the placement of elevated directional solar panels, below which farming cultivation is permitted. And with EROC we are aiming to produce ever more raw materials and to collaborate on this front with other industries, helping other companies to undertake similar initiatives. We also intend to proceed with the refinement of our strategy and roadmap for decarbonization, for which much guidance will come from our partnership with the Science Based Targets initiative.

Davide Bollati
Davines Group Chairman

“We want a Net Zero, plastic-free future”

A zero-emission future that sees the complete abolition of virgin plastics, promoting biodiversity, and embracing a new understanding of water that gives further momentum to the Group’s sustainability commitments: these are the concrete goals that the Davines Group has set to benefit the planet, as CEO Anthony Molet explains.

What are the essential elements that distinguish the Group’s approach to sustainability and how do they translate into practice?

As Davines Group, we have been committed to sustainability for more than 16 years with a growing, increasingly holistic and integrated three-pillar commitment to the planet. The first pillar is decarbonization: fighting climate change is the cornerstone without which no other actions would make sense. We have made incredible progress on this front and to date our entire production plant in Parma is carbon-neutral. In 2022 we signed a commitment with the Science Based Targets initiative (Sbti), in order to define our targets toward a Net Zero emission future. The second pillar is circularity. We want to move from a linear economy to a circular economy, and we have begun working in this direction by implementing eco-design principles to simplify and reduce the use of materials. Thanks to our commitments, we have managed to reduce the use of fossil-based virgin plastic by 903 tons since 2014, replacing it with recycled or renewable plastic. We have also established partnerships with organizations such as Plastic Bank, with which we have pledged to collect the same amount of plastic for every product we sell. However, our goal is to completely eliminate the use of virgin plastic in our products. The third pillar is biodiversity, which plays a crucial



role in our sustainability efforts. In 2014 we launched a partnership with Slow Food to preserve biodiversity: each product in the line contains a Slow Food Presidium ingredient grown in a different area of Italy. But now we are adding a new key topic: water. We are studying a new concept of water, an element that is also essential for carbon sequestration.

What initiatives are in the pipeline in order to further strengthen your commitment?

One of the initiatives we are focusing on in order to strengthen biodiversity is the European Regenerative Organic Center (EROCC) project in collaboration with the Rodale Institute, which is beginning to yield positive results and which we aim to take to another level. The plan involves introducing agro-photovoltaic systems into the project, combining regenerative farming with renewable energy. This initiative could open new doors, markets and opportunities for Italy and other countries, especially at a time when energy is both needed and difficult to manage.

It is critical to ensure that the supply chain is sustainable. How does the Davines Group address this challenge?

Sustainability in the supply chain is certainly a major challenge. We strive for full transparency for every ingredient and although it can be demanding, we carefully select our suppliers and encourage them to prioritize sustainability. Our efforts have indeed yielded strong results: 15 of our suppliers have become B Corps like us.

Anthony Molet
Davines Group CEO

Our path to regeneration

1983

The Bollati family opened a small research and contract manufacturing laboratory for hair products in Parma. The **Davines** brand was launched in 1992, followed by the **[comfort zone]** brand in 1996.

2005

Drafting of the **Ethical Charter**, the map of the values we want to see flourish within the company, drawn up with the involvement of all Group employees.

2006

We embarked on our **decarbonization** journey by investing in our first CO₂ absorption project. The Parma headquarters began using **electricity from renewable sources**.

2009

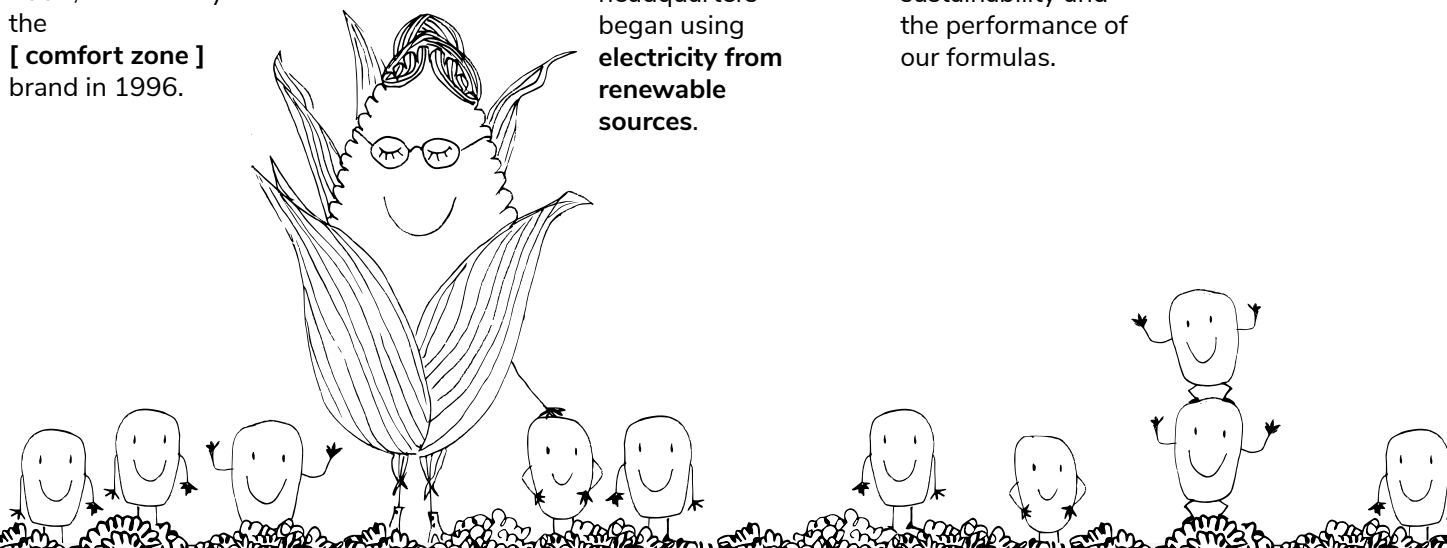
The **Charter for Sustainable Research** was created to guide our Laboratory to maximize both the sustainability and the performance of our formulas.

2011

Drafting of the **Charter for Packaging Research**, our guide in designing more sustainable packaging.

2016

The Davines Group became a **B Corp**, ensuring that we meet high standards of transparency, governance and sustainability.





2018

We opened the **Davines Group Village**, our new headquarters in Parma, Italy. We became a **carbon-neutral** company, neutralizing all CO₂eq emissions under our direct control.

2019

The Italian headquarters and the North American branch changed their legal status to **Benefit Corporation**, reaffirming their commitment to operate not only for profit, but also for the common good.

2020

We renewed the B Corp certification with 117.4 points. Establishment of the **Regenerative Society Foundation**, of which Davide Bollati is co-founder and vice-chairman.

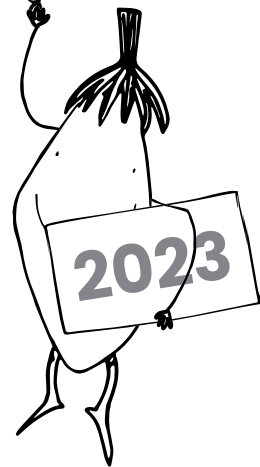
2021

The partnership with the **Rodale Institute** was established in Parma, in order to set up Europe's first training and research center in the field of regenerative organic farming. Together with other B Corps, we founded the **B Corp Beauty Coalition**, an alliance to improve the sustainability standards in the beauty industry.

2022

We signed our commitment with **SBTi** and began to work in order to formulate emission reduction targets.

2023



OUR HIGHLIGHTS

Decarbonization

Our commitment to Net Zero

We have signed our commitment to achieve net-zero emissions by 2050 at the latest. We have joined the campaign launched by SBTi (Science Based Targets initiative) in order to limit global warming to 1.5°C compared to pre-industrial levels.

[Learn more.](#)

Our production plant is carbon neutral

Along with our headquarters and branch offices, our production plant in Parma has been carbon neutral since 2018, a milestone achieved by measuring and reducing emissions under our direct control and neutralizing the remaining emissions through reforestation projects.

[Learn more.](#)

Biodiversity

We experiment with new farming practices with EROC

In Parma, opposite the Davines Group Village, we created the European Regenerative Organic Center (EROC), Europe's first training and research center in the field of regenerative organic farming, in partnership with the Rodale Institute in the USA.

[Learn more.](#)

82.7%

naturally-derived ingredients

We define an ingredient as being naturally-derived only if 100% of its molecular structure is of natural origin and if it comes from sustainable transformation processes.

[Learn more.](#)

78.3%

highly biodegradable ingredients

We consider an ingredient to be biodegradable only if it meets the strictest standards, i.e., if more than 70% of the compound biodegrades in only 28 days.

[Learn more.](#)

Circularity

779

tons of plastic collected: 100% of the plastic from sold products

In collaboration with Plastic Bank, for every product with plastic packaging we sold in 2022 an equal amount of plastic dispersed into the environment was removed from the coastal areas in Indonesia, the Philippines, and Brazil. The partnership has also been confirmed for 2023.

We do our best to mitigate our environmental impact, convinced that if every company in the world collected "their" plastic, there would be no more plastic dispersed into the environment.

[Learn more.](#)

64.1%

recycled, bio-based and mass-balance plastic packaging

Every year we reduce the proportion of our packaging made of fossil-based virgin plastic by finding alternatives that are more closely aligned with eco-design principles.

[Learn more.](#)

903.3

tons of fossil-based virgin plastic avoided from 2014 to date

Thanks to the use of recycled or renewable plastic.

[Learn more.](#)

B Corp advocacy

19 (+ 4 in 2022)

B Corp-certified partners

We advocate for the B Corp movement by encouraging our suppliers, distributors and customers to obtain the certification.

[Learn more.](#)

58

members of the B Corp Beauty Coalition

We are among the 7 founders of the alliance created to improve environmental and social standards in the beauty industry. Established in 2021, the B Corp Beauty Coalition is rapidly growing and it has 70 members as of May 2023.

[Learn more.](#)

We involve several partners in the EROC experimental research

We concluded our first experiment in comparing regenerative and conventional farming practices and planned new studies, outreach and training events in collaboration with new partners.

[Learn more.](#)

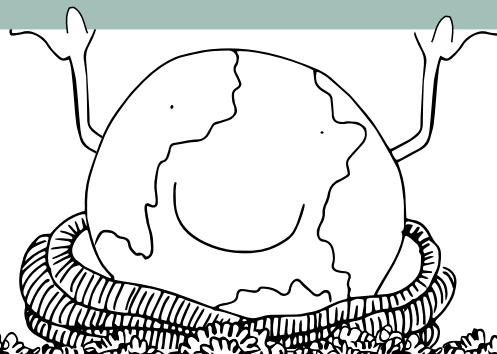
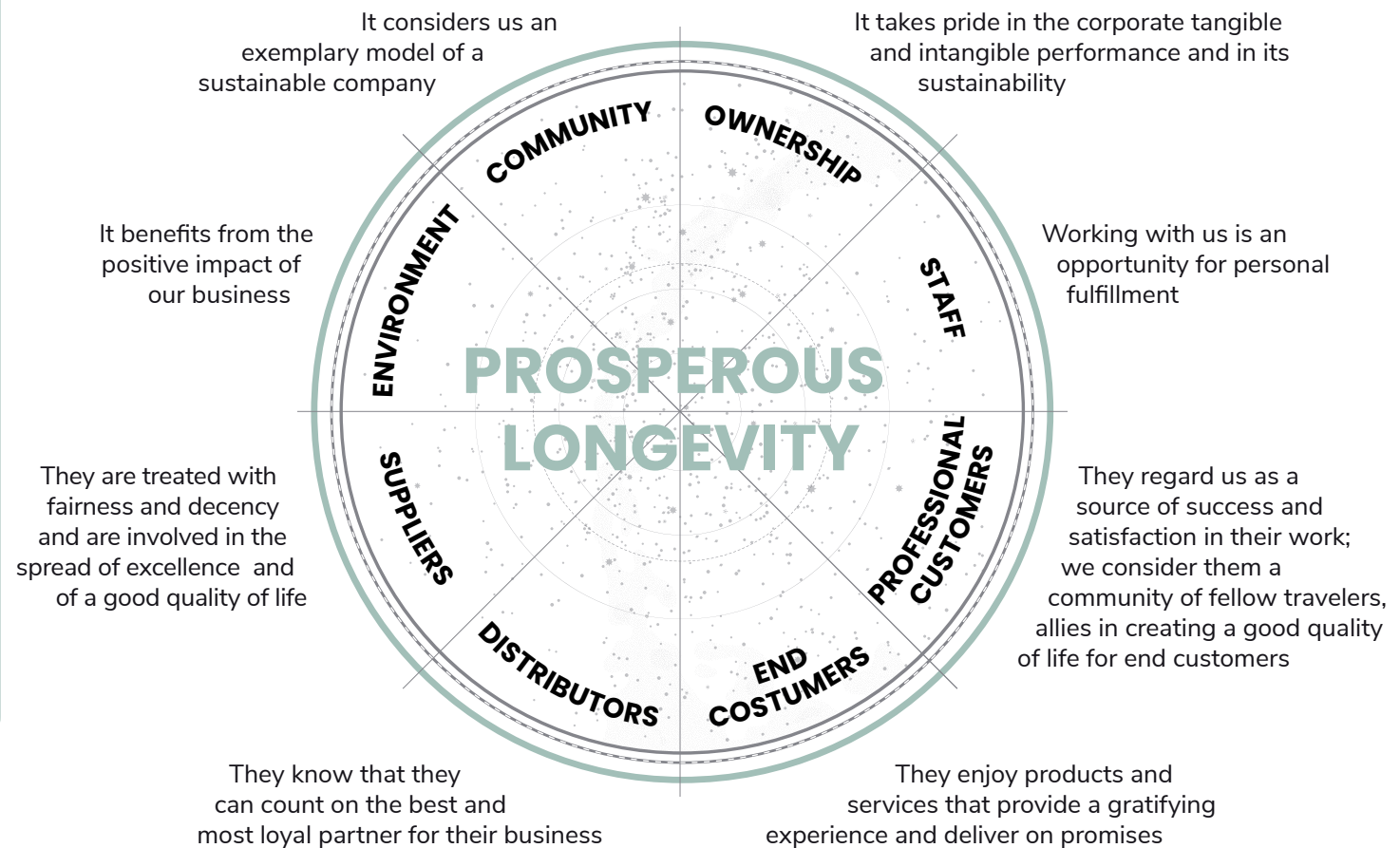
OUR GOVERNANCE

We are a stakeholder company

We believe in interdependence. We are aware that we have a responsibility toward future generations and we are mutually dependent on those who are involved, directly or indirectly, in our business.

The “**stakeholder wheel**”, shown here, summarizes our commitment to them. This tool helps us keep on track and find the right balance between all parties’ interests, with the goal of leading each of them towards longevity.

In order to implement the value of interdependence, we decided to involve our stakeholders in an important process: defining our **materiality matrix** (see p. 12).



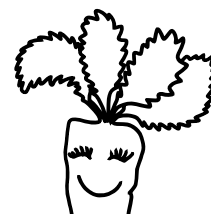
The creation of our materiality matrix

During 2022, we involved a representative sample of internal stakeholders in a six-month shared journey – in which they all actively participated – aimed at defining our first **materiality matrix**.



In several stages, fellow Sustainable Development Activators, promoters of sustainability within the company, and then branch general managers, identified a selection of topics from the 200 proposed.

This selection was then submitted to the Leadership Team (see p. 18) on September 15, when we initiated the Stakeholder Day. This was a full-day workshop attended both by members of the Group's Leadership Team and by contact persons from the main categories of external stakeholders depicted below. The final selection took place at this workshop: the definitive material topics were chosen and prioritized.



Go to the video!



Cristiano Suzzi



Sandra Papst



Robert Persson Kraft



Francesco Guadagno



Marco Brandalesi



Stefan Homeister



Kristen Anderson



Lucy Brialey



Raimondo Orsini



Luca Cenci



Armando Cipelli



Marco Arcidiacono



Lorenzo Agrati



Francesco Pintucci



Antonio Longo



Matteo Locatelli

The creation of our materiality matrix










In terms of sustainability reporting, “**material topics**” are identified, i.e., all the aspects that have a significant impact on our economic, social, and environmental performance and that can substantially influence our stakeholders’ assessments and decisions.

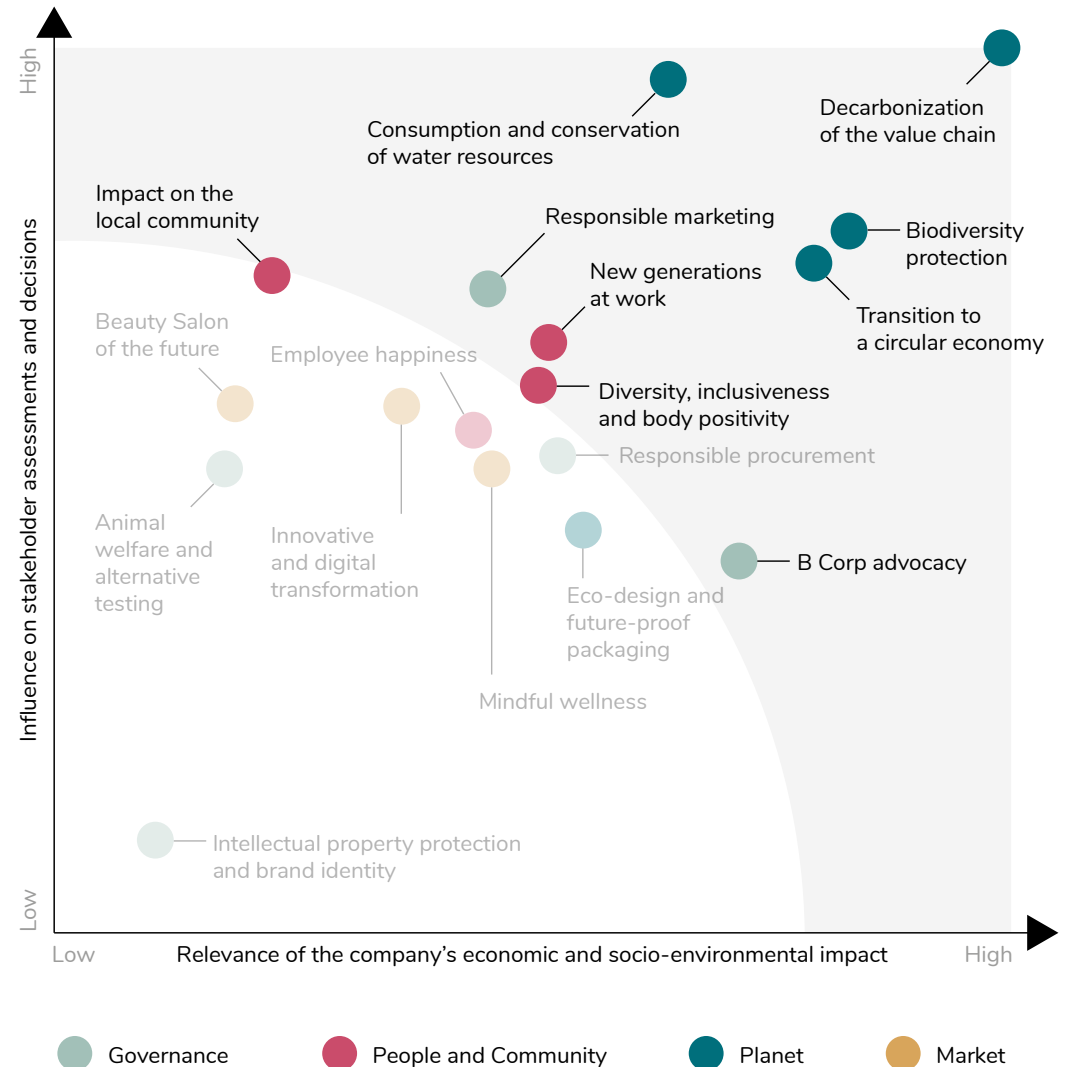
The material topics chosen for our matrix are shown in the chart here.

An action plan will be developed for each material topic, and the ambition and timeline for implementation will be defined for each action.

The combination of all the actions will shape the Davines Group’s new sustainability strategy, shown on [page 14](#).

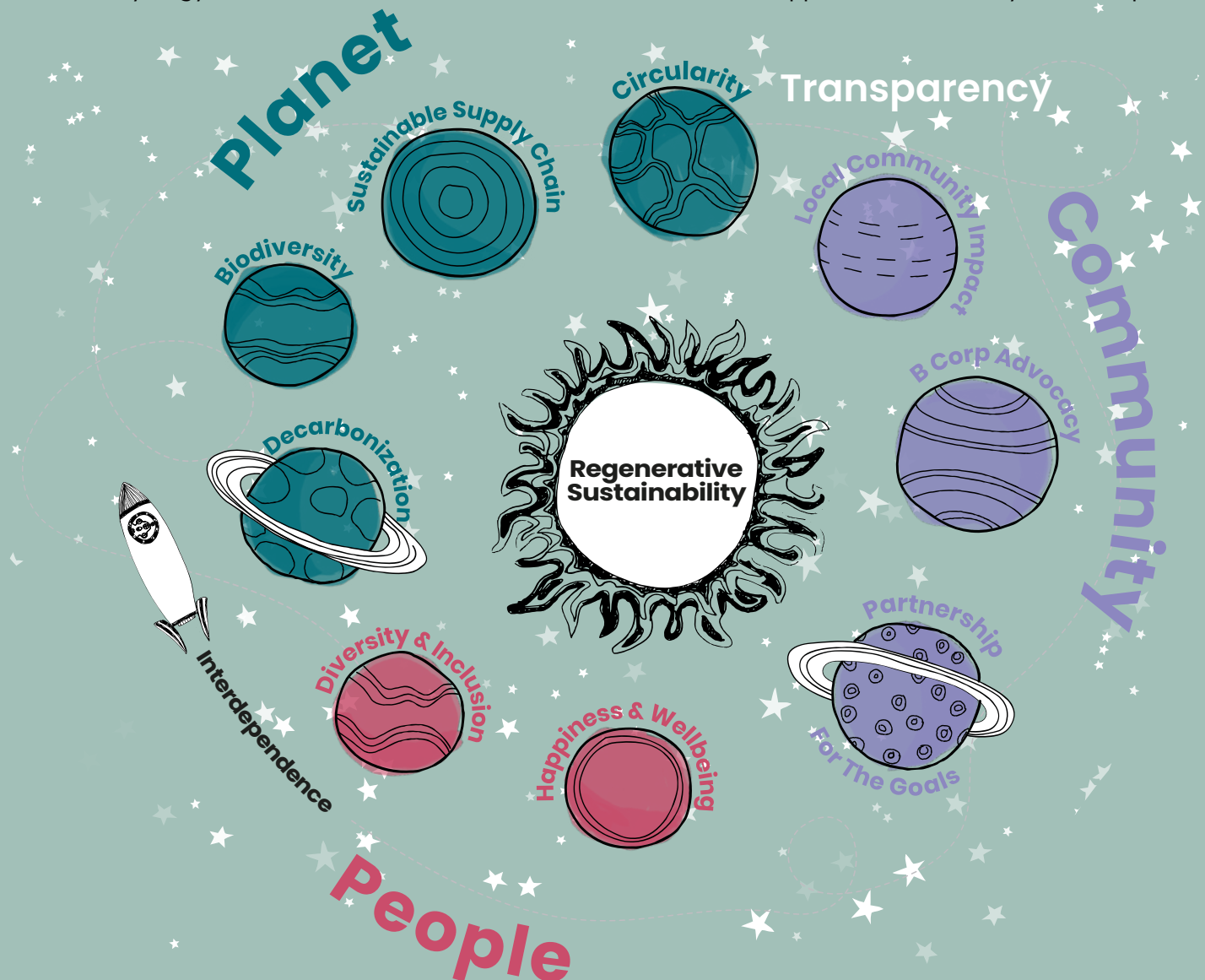
Material topics for the Davines Group:

-  Decarbonization of the value chain
-  Consumption and conservation of water resources
-  Biodiversity protection
-  Transition to a circular economy
-  New generations at work
-  Responsible marketing
-  Diversity, inclusiveness and body positivity
-  Impact on the local community
-  B Corp advocacy



Davines Group Sustainability Ecosystem

For years we have represented our approach to sustainability through an ecosystem of planets. This symbolism perfectly reflects the complexity of our vision, based on the synergy between different elements in line with our holistic approach, reflected by our B Corp certification.



The definition of the Group's material topics revealed a new vision of our sustainability strategy and consequently, the need to represent it in a different way. This resulted in our **Regenerative Evolution**.

The Davines Group's Regenerative Evolution

Local community impact

Supporting local communities so the areas where we live and work can flourish.

Diversity and inclusion

Committing to include diversity and fairness in our daily work.

New generations at work

Providing people with skills and abilities to guide future regenerative choices in a rapidly changing environment.

Decarbonization

Reducing CO₂ emissions in our value chain to achieve Net Zero targets.

Circularity

Transitioning to circular and low-carbon processes and systems, such as avoiding the use of virgin material in our packaging.

Biodiversity

Promoting biodiversity, focusing on regenerative organic ingredients in our formulas to care for the soil and the planet.

Water

Preserving and restoring reservoirs and reducing water footprint.

B Corp Advocacy

Working with other leading organizations to make business a true "force for good for us and the planet".

Responsible marketing

Optimally developing our brands, enhancing our mission as a stakeholder-focused company through transparency and commitment to our values.



In 2022 we decided to focus on the three core topics of the Planet area, namely **decarbonization**, **biodiversity** and **circularity**, supported by a valuable enabler: our B Corp Advocacy. The Davines Group is recognized as a benchmark in sustainability, particularly among companies that are part of the B Corp movement.

In September 2022, as we continued the process of revising our strategy that had begun with the definition of 9 material topics, the need for a major update emerged. **Water** was identified as a relevant material element for both internal and external stakeholders, meriting a place alongside the three already existing topics in the Planet area.

It is from these **four pillars** that we will base our efforts in the coming years, defining our ambitions, actions and projects.



Decarbonization

Biodiversity

Circularity

Water

People

2022 results



📌 Davines Learning Hub training program consolidated and expanded.

We consolidated our internal training program with the involvement of 86% of our employees, a figure in line with the previous year's level of participation. We also enhanced and enriched our training calendar by offering employees new opportunities and new paths for professional and personal growth (+30% from 2021). In particular, we increased training related to sustainability topics with the introduction of three new specific modules.

📌 79% of Davines Group employees received cross-job training.

We reached the goal of over 75% of employees receiving cross-job training. Thanks to our corporate university, the Davines Learning Hub, it was possible to offer many training opportunities of this kind, including courses in public speaking, sustainability, emotional intelligence, project management and people management.

📌 Internal communication further improved by enhancing the impact of our intranet, The Villager.

We enhanced our intranet with two new sections aimed at encouraging sharing and strengthening the sense of community between the Parma headquarters and the branches. Specifically, a section dedicated to our vision of sustainability and a section dedicated to our 40th anniversary were launched to give everyone an opportunity to trace the company's history through snippets, trivia and interviews. Finally, to mark the opening of the new Davines branch in Düsseldorf, we created a German-language section of The Villager.



📌 100% of managers at every organizational level (executives, middle managers and supervisors) at the Parma headquarters with references to sustainability in their job mission and specific related goals.

Through this result, we want to ensure that sustainability becomes a key indicator for corporate decision makers that is measured on par with turnover and profitability. Indeed, not only do 100% of managers at every organizational level in the Parma headquarters have references to sustainability in their role mission, but they also have specific sustainability-related goals. These were also extended to 100% of the executives in all branches.

[📌] Further development of the corporate program aimed at the career advancement of all employees.

The goal was partially achieved. All employees, during their annual performance review meeting, had the opportunity to discuss individual skill enhancement, which the company set out to develop through specific actions, on-the-job training or access to the Davines Learning Hub. Career development plans will be developed after a review process that we launched in 2022.

key



Group



Italy



Goal achieved



Goal partially achieved



Goal not achieved

People

2023 actions



Further develop leadership skills within our company, starting with the most strategic roles and senior profiles. Work will begin with members of the Leadership Team and will then be extended to other employees.

Implementing the Great Place to Work corporate climate analysis and continuing to implement the improvement actions identified in the previous year's action plan and defined based on feedback collected in 2021.

Further strengthening branch employees' involvement through the creation of dedicated columns to host local initiatives, news and meetings with Group teams and departments.



Defining the new guidelines of our global compensation policy, disseminating them to employees and providing training on them, in order to ensure transparency and managerial clarity, while supporting internal fairness.





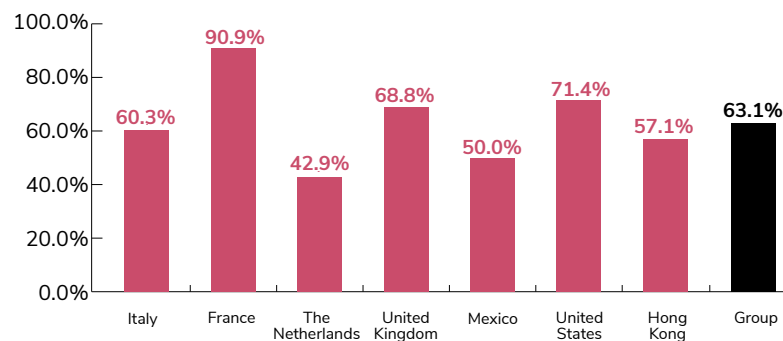
Diversity & Inclusion

We are committed to promoting inclusiveness within the company and we encourage people to express their diversity, appreciating it as an added value.

About us

- » **64%** women
- » **36%** men
- » **36.8** average age
- » **40** nationalities represented
- » **6.7** average years of corporate seniority

63.1% managerial roles* held by women




30% positions held by women on the Leadership Team

What is the Leadership Team?

This is the Group's governance body, led by our CEO and composed of top-level executives heading strategic corporate departments at the Italian headquarters, who are also the primary corporate ambassadors of our leadership model.

99.66% employees in non-managerial roles who have benefited from a performance bonus (Italy headquarters)

NURTURING OUR ETHICAL CHARTER

 This initiative, which was launched in 2021 and which is dedicated to all Group employees, was set up to create a shared moment of reflection and discussion regarding our values. This was supported by meetings with philosophers, writers, psychologists and artists. For new hires, the course was supplemented with talks focusing on our history and on the creation of the Ethical Charter.



Worldwide.



The whole corporate workforce.



13 talks on the values of the Ethical Charter, 100% employees involved, 355 contributions and feedback.

[Learn more](#)

How we support inclusiveness: an example DIVERSITY AND INCLUSION WEEK



In our Deventer branch, we organized a training calendar on the topics of diversity and inclusiveness, in order to inaugurate a shared path on respect, mutual understanding, and valuing uniqueness. We believe in the value of diversity and support inclusiveness in all environments.



The Netherlands.



Deventer branch employees.



40 employees involved, 1 questionnaire to monitor the perceived level of inclusiveness.

*we consider executives, middle managers and supervisors as managers.



Happiness & Wellbeing

We support individual and collective happiness and well-being, mindful of its correlation with the environment and of its importance in building a regenerative future.

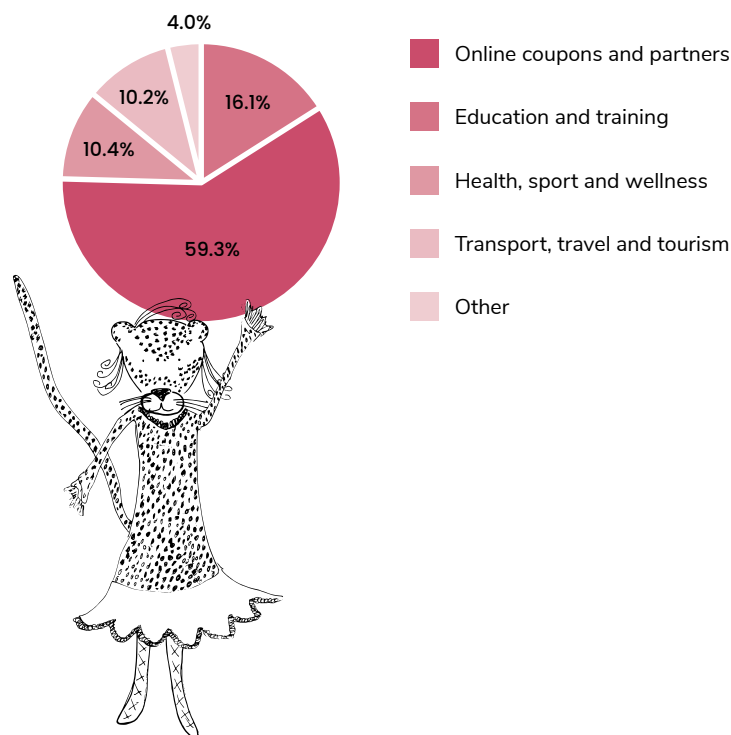
Great Place To Work®

In 2022, we chose not to conduct the Great Place to Work climate analysis in order to ensure that we had time to prioritize, implement and monitor the actions defined as a result of the previous survey that led to our certification in 2021.

In line with our commitment to continuous improvement, we therefore launched the **Leadership Development Program**, a project aimed at enhancing skills, discussion, and sharing among the members of the Leadership Team. Moreover, in order to strengthen corporate cohesion sessions on achievements and future goals, we have added, to the two existing summer and winter sessions, two new collective sharing opportunities. Finally, we initiated **Department Breakfasts**, moments for sharing projects and results within the technical department and the haircare and skincare divisions, involving more than 350 employees worldwide.

76.7%* employees with access to Davines Care, our welfare platform dedicated to the well-being of Parma-based employees and their families through the provision of benefits and services

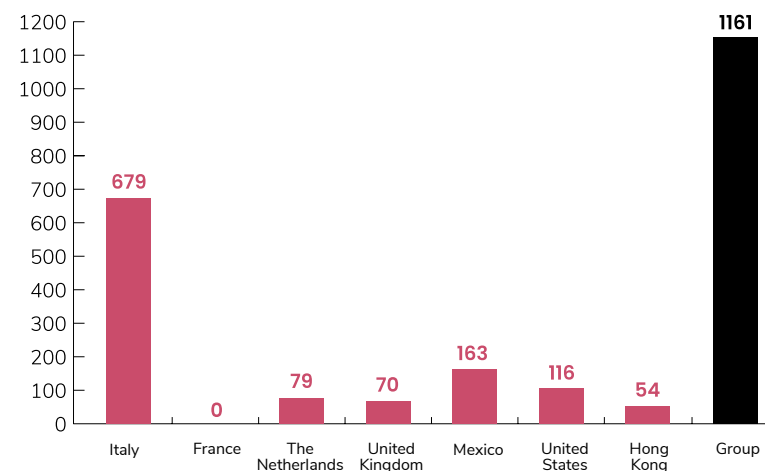
How we use Davines Care:



*Percentage calculated based on the total number of employees. The platform can be accessed by those, excluding managers, who have passed their probationary period and are on a permanent contract as of January 1 of each year.

1,163 paid working hours for corporate volunteering*, a project launched in 2017

Davines Group employees can use up to 4 working days per year to do volunteering that is paid as office work. In return, the company asks for the same number of hours of private time to be spent volunteering.



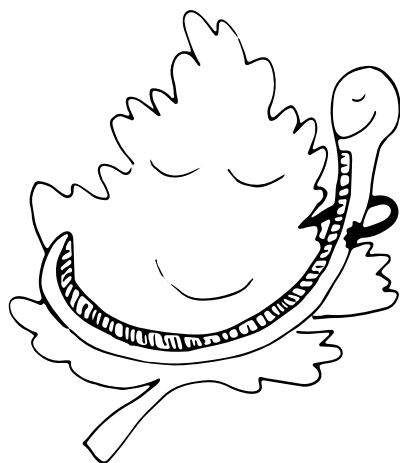
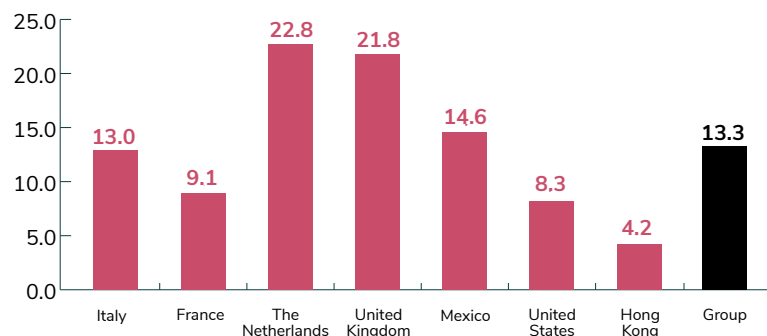
*Volunteer activities carried out during paid working hours, such as blood donations or planting activities (among the many activities carried out in 2022).



Happiness & Wellbeing

We support individual and collective happiness and well-being, mindful of its correlation with the environment and of its importance in building a regenerative future.

13.3 average annual training hours per employee*



*employees who are full-time and part-time, excluding interns, temps, salespeople and consultants.

VILLAGE GAMES

This day, which is dedicated to Parma headquarters employees and their families, was created to strengthen community spirit. This year, in order to also teach children about biodiversity protection, we organized workshops both at EROC and at our Scientific Garden and involved farmers from Slow Food Presidia.



Italy.



Parma headquarters employees and their families.



44 children, 6 workshops, 60 EROC visitors.

PROJECT MANAGEMENT MANIFESTO



We produced this document to reduce occupational stress and facilitate the daily work of Group employees involved in corporate projects. The document offers a support methodology for organizing work and managing contingencies through a set of values and guidelines for good project management.



Worldwide.



All corporate workforce involved in projects.



1 survey to review project management within the company, 140 responses, 86% completed by employees involved in projects of which 34% are project managers.

Shared responsibility

100% executives at the Parma headquarters and first-level branch managers with sustainability goals in their performance review program.

Planet

2022 results



📌 59.3% of sales generated by products to which we apply LCA.

We achieved the goal of increasing the percentage, in relation to sales turnover, of products covered by the Life Cycle Assessment (LCA) analysis over the entire life cycle to between 50% and 74%. Completing the analysis on the OI line, we managed to reach 59.3%, up from 43.8% in 2021.

📌 Net Zero commitment signed with the Science Based Targets initiative (SBTi).

On May 24, 2022, we signed our commitment to achieve net-zero emissions by 2050 at the latest, affirming our support for the SBTi 1.5 campaign. Launched in 2019, the campaign guides companies on a path aimed at limiting global warming to 1.5°C above pre-industrial levels.

[📌] Launch of work to formulate greenhouse gas emission reduction targets for submission to SBTi.

The goal was partially achieved. Following the signing of the Net Zero Commitment with SBTi, we began to work in order to define long-term greenhouse gas emission reduction targets. This work, which is still ongoing, includes not only the identification of specific reduction targets, but also the definition of projects to achieve them.



📌 We incorporated the purpose of climate neutrality into the Davines S.p.A. articles of association

In June 2022, we joined the "CO2alizione" for Europe initiative, which requires Italian businesses to incorporate a climate neutrality purpose into their corporate purpose in line with the European targets. By June 2023, we are committed to updating our articles of association to that effect, and from then on, we will report annually on the implemented actions, as well as on the achieved and planned goals. Finally, we are committed to promoting the initiative among companies in our value chain i.e. partners, suppliers and customers.

📌 Useful documentation and resources for adopting biodiversity conservation practices shared with our suppliers.

We shared the Science Based Targets for Nature – a document on natural resource protection created by SBTi – with our suppliers, in order to provide them with an additional tool that can guide them toward improved biodiversity protection practices. The document was included in the questionnaire we submit our suppliers each year to map their good sustainability practices.

📌 Launch of our first experiment comparing regenerative and conventional farming practices.

We completed the set goal by starting the first experiments in Parma, Italy, at the European Regenerative Organic Center (EROC). The comparison between regenerative and conventional farming practices was carried out using two experimental methods. The first compared the two farming models on three types of crops: cereal, tomato and mixed. The second compared monocultures with regenerative strip crops.

📌 Removal from the coastal areas in Indonesia, the Philippines and Brazil of an amount of plastic dispersed into the environment equal to that of all sold products.

Thanks to the partnership we started in 2021 with Plastic Bank, for every product with plastic packaging we sold in 2022, an equal amount of plastic dispersed into the environment was removed from the coastal areas in Indonesia, the Philippines, and Brazil, totaling 779 tons of collected waste.

📌 LEED certification obtained for the Davines Group Village.

In February 2023, the Davines Group Village achieved LEED Gold O+M v4.1 certification with a score of 60 points. The project, launched in 2021, has seen a succession of three macro-phases that have enabled the improvement of the building's environmental performance, leading to the achievement of this important milestone.

Planet

2023 actions




- Define the project roadmap for the Net Zero goal, identifying the projects we will need to implement in order to achieve the set reduction targets.
- Submit greenhouse gas emission reduction targets to SBTi to achieve the Net Zero goal.
- Lay the foundations for the agrivoltaic project, which combines experimentation and research on organic active ingredients with the production of renewable electricity from photovoltaic panels.
- Continue the partnership with Plastic Bank, confirming that for every product with plastic packaging we sell, an equal amount of plastic dispersed into the environment will be removed from the coastal areas of Indonesia, the Philippines, and Brazil.
- Apply the LCA analysis to all our new products.


- Enhance our efforts to support regenerative organic farming through EROC, specifically:
- » Carry out our second experiment and first collaboration with Barilla to grow “beauty”, aromatic and medicinal plants for the cosmetic industry, and “good”, grains and legumes for the food industry, comparing regenerative farming practices with conventional ones;
 - » Experiment with the cultivation of new plant species to identify new organic active ingredients;
 - » Participate in and organize dissemination and training events on the research activities of the EROC project and on regenerative organic farming;
 - » Support up to 10 farmers in the Regenerative Organic Certification (ROC) process.




key




Group




Italy



Goal achieved



Goal partially achieved



Goal not achieved

THE DAVINES GROUP VILLAGE IS CERTIFIED WITH LEED GOLD O+M V4.1



In 2022, our headquarters achieved the LEED Gold O+M v4.1 certification. We chose to join this international framework to assess, through shared measurement systems, the environmental and social impact of our production site, in line with the sustainable development goals advocated by the United Nations. Obtaining the certification was made possible through the adoption of best practices that focused on the impact of our buildings, with reference, among others, to energy use, water use, waste disposal, occupational well-being, and procurement of commonly used products. Specifically, the Davines Group Village participates in the KilometroVerdeParma Forestry Consortium, with which we have committed to planting trees close to the A1 highway in order to combat CO₂ and particulate matter emissions from cars. Moreover, our headquarters are disposable plastic-free, meaning that all single-use plastic items, such as cutlery and glasses, have been replaced by other materials, such as glass and aluminum. Additionally, all the electricity we use in the offices and within the production site at the headquarters has been derived from renewable sources for several years now. Since 2018, we have also been carbon-neutral, as we have combined the use of renewable electricity with energy efficiency and the neutralization of residual (scope 1 and 2) emissions through reforestation projects.



Parma.



Headquarters employees, Parma community.



KilometroVerde, Plastic-Free, percentage of energy from renewable sources.

WE HAVE BEEN BEST FOR THE WORLD™ FOR ENVIRONMENTAL IMPACT SINCE 2016



Out of over 5,000 B Corps worldwide, we are among the top 5% for BIA score in the area of environmental impact, an achievement that led us to receive this important recognition again this year.

Unfortunately, B Lab reported that the Best for The World award will be discontinued as of 2023. We are proud to say that we have achieved this award every year since we became B-Corp certified in 2016. Throughout this time, Best for The World has been a strong motivational drive for us that will continue to fuel our commitment to implementing some of the world's best environmental practices, regardless of the recognition.





Circularity

We strive to reduce the use of materials as much as possible, and when this is not possible, we try to reuse or eventually recycle them, counteracting the “take, use, discard” approach.

Eco-design shapes how we conceive our packaging

At Davines Village we have a team of colleagues dedicated to packaging research and development. Inspired by the principles of eco-design, we study packaging solutions with the lowest impact for all our products, both in terms of material innovation and process efficiency, always ensuring quality and safety. Only after this study are the products launched for production and marketing.

When developing packaging, we follow the 5 key principles depicted in the chart on the right. These principles are also at the heart of our **Charter for Packaging Research**, a guide we created 14 years ago and which we constantly update with the latest developments in innovation to help us design increasingly sustainable packaging.

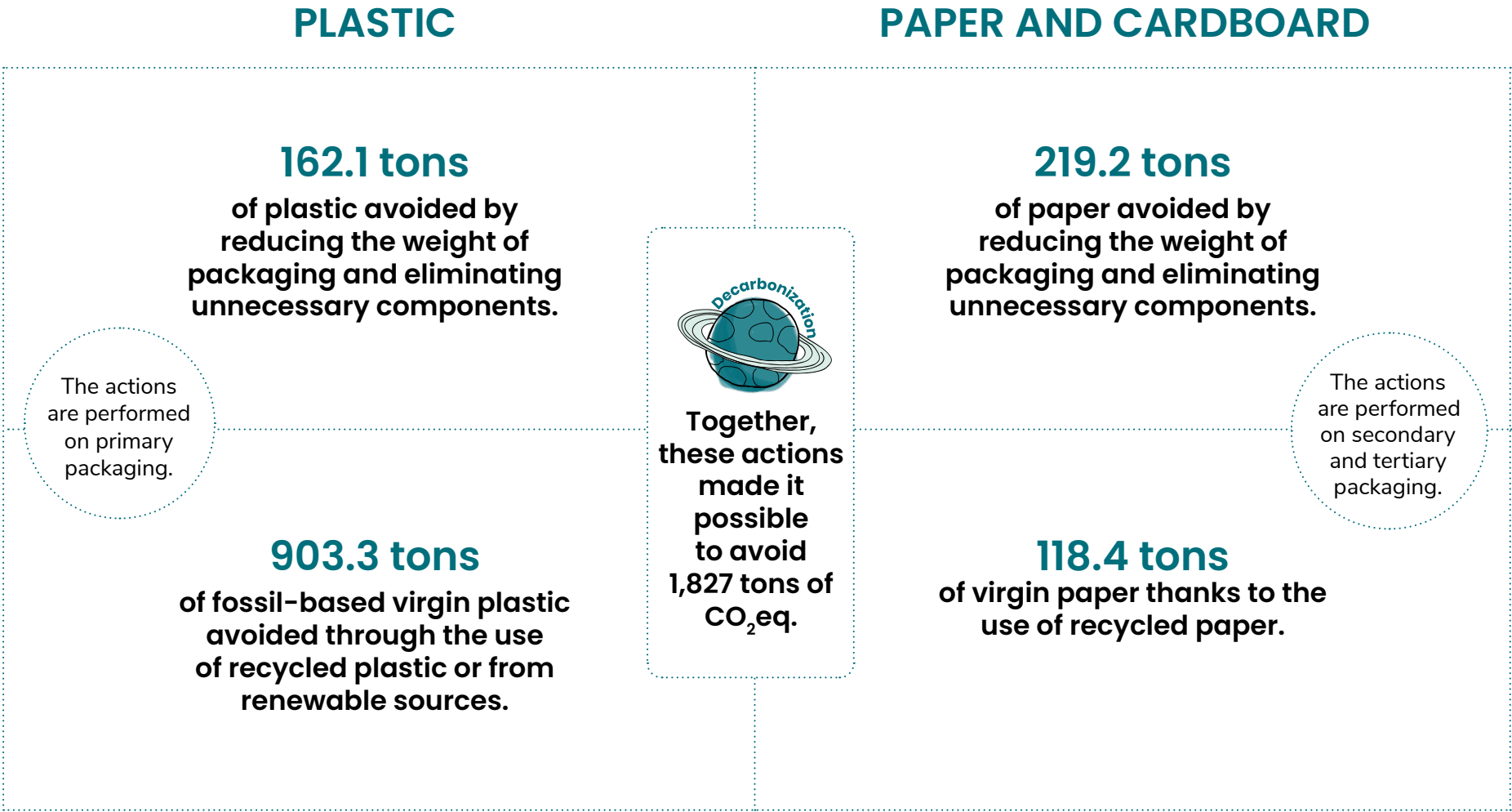


Our eco-design principles

1. **We use less material:** we design lighter packaging while maintaining its safety and functionality;
2. **We simplify the design:** we reduce superfluous components;
3. **We favor recycled materials or materials from renewable sources:** we are gradually moving away from the use of virgin materials to further reduce our environmental impact;
4. **We facilitate recycling:** for example, we favor single-material solutions;
5. **We optimize space for logistical distribution:** this allows us to streamline the number of products transported, reducing the resulting CO₂ emissions.

Impact history from 2014 to 2022

Specifically, we have applied the principles of “We use less material” and “We favor recycled materials or materials from renewable sources” to our plastic and paper packaging, which have enabled us to limit the impact of our products.

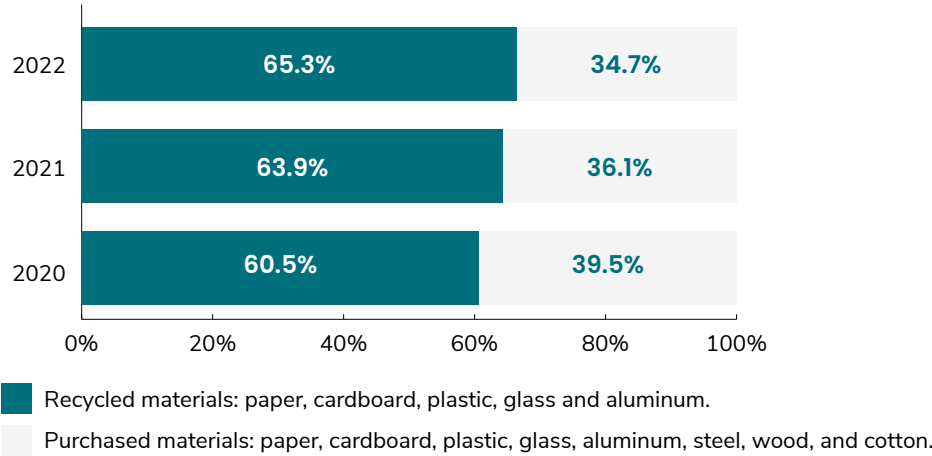


The amount of material avoided is calculated based on the consideration that the actions taken on the individual product have an impact that starts in the year in which the action is implemented and that continues in subsequent years. The figure is based on the quantity of products sold annually. This indicator therefore represents the amount of material cumulatively avoided from 2014 to date, is indicative of Davines’ pursuit of circularity, and demonstrates how our actions on packaging eco-design have a long-term effect.

What our packaging is made of

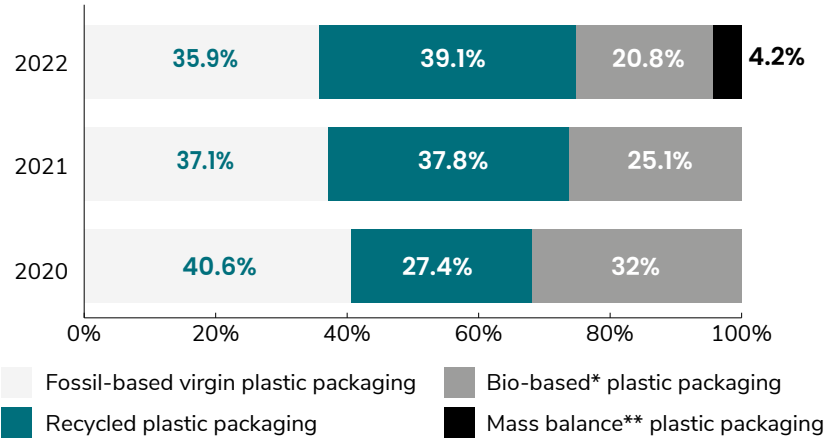
RECYCLED MATERIAL PACKAGING

of the total¹ amount of purchased primary, secondary and tertiary packaging material.



PLASTIC PACKAGING

of the total¹ amount of purchased primary, secondary and tertiary plastic packaging material.



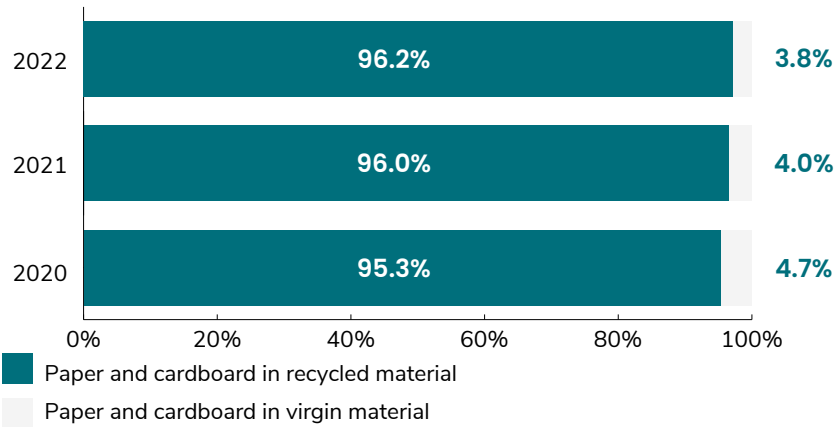
*Bio-based plastic: a plastic produced using renewable resources (sugar cane)

**Mass balance plastic: a plastic produced using bio-naphtha derived from organic waste (used cooking oil) and industrial organic waste (tall oil, a residue from paper production)

¹excluding products manufactured outside our Davines Village production facility (full service)

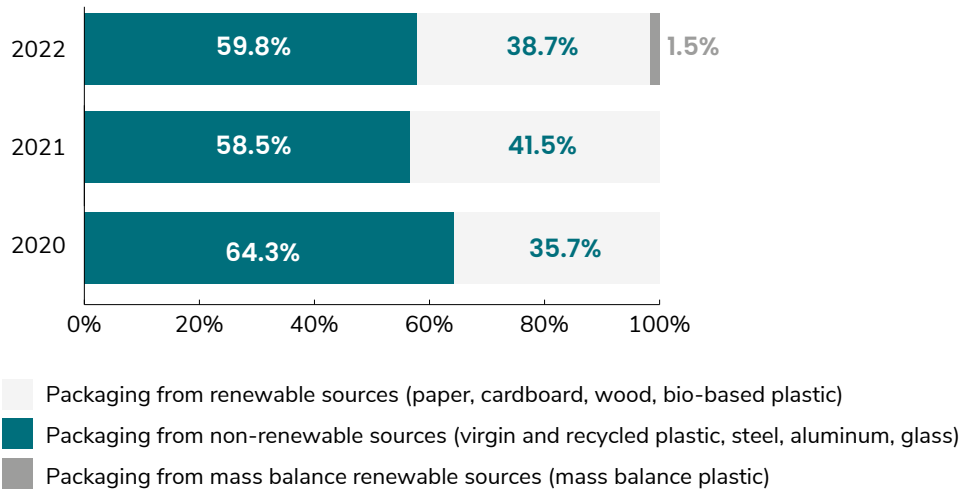
PAPER AND CARDBOARD PACKAGING

of the total¹ amount of purchased secondary and tertiary paper and cardboard packaging material.



PACKAGING FROM RENEWABLE SOURCES

of the total¹ of purchased primary, secondary and tertiary packaging material.



DOUBLY AWARDED FOR ECO-DESIGN


As part of CONAI's Tender for the eco-design of packaging in the circular economy, we received two awards in 2022, which were granted in recognition of having succeeded in significantly reducing the impact of packaging for certain products in the [comfort zone] SUBLIME SKIN line and in the Davines SU line.


How we apply eco-design, some examples:

SUBLIME SKIN CREAM 60 ML

 The project involved replacing the virgin glass jar with a new lightened alternative partially made of post-consumer recycled glass. This solution uses less virgin raw material than its predecessor, is more lightweight, and facilitates separation and proper disposal of components.


 Worldwide.

 [comfort zone] employees, suppliers, CONAI, end customers.


 CONAI Tender for the 2022 Eco-Design award, jar -14.7% lighter than the previous model, 42.6% post-consumer recycled glass used in the new glass jar, around -20% CO₂eq emissions, around -20% energy consumption, -25% water consumption (source: CONAI).




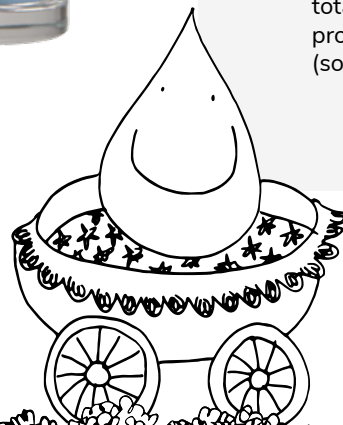
SU HAIR MILK IN RECYCLED PLASTIC

 We replaced the virgin PET in the SU MILK package with 98% post-consumer R-PET, referred to as "second raw material" because the raw material is derived from a recycling process. We therefore avoided taking new resources from the planet, we reduced CO₂eq emissions and decreased the energy used.

 Worldwide.

 Davines employees, suppliers, CONAI, end customers.

 CONAI Tender for the 2022 Eco-Design award, -20% CO₂eq emissions and -5% total energy used for the production process of raw materials and packaging (source: CONAI).



We collect all our plastic

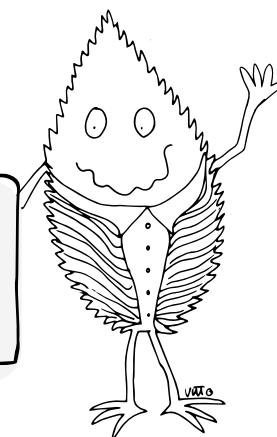
We follow eco-design principles to reduce the impact of packaging within its value chain, i.e., at all stages over which we have direct control. We are nevertheless aware that packaging also poses a number of challenges outside the chain, particularly when it is not properly disposed of and recycled, consequently ending up in the environment.

Since 2021, we therefore decided to work with **Plastic Bank**, a social business that specializes in recovering plastic from the environment. This collaboration resulted in the collection of 100 tons of plastic during the first year and, after subsequent consolidation, of 779.126 tons in 2022, which is equal to all the plastic placed on the market through the sale of our products.

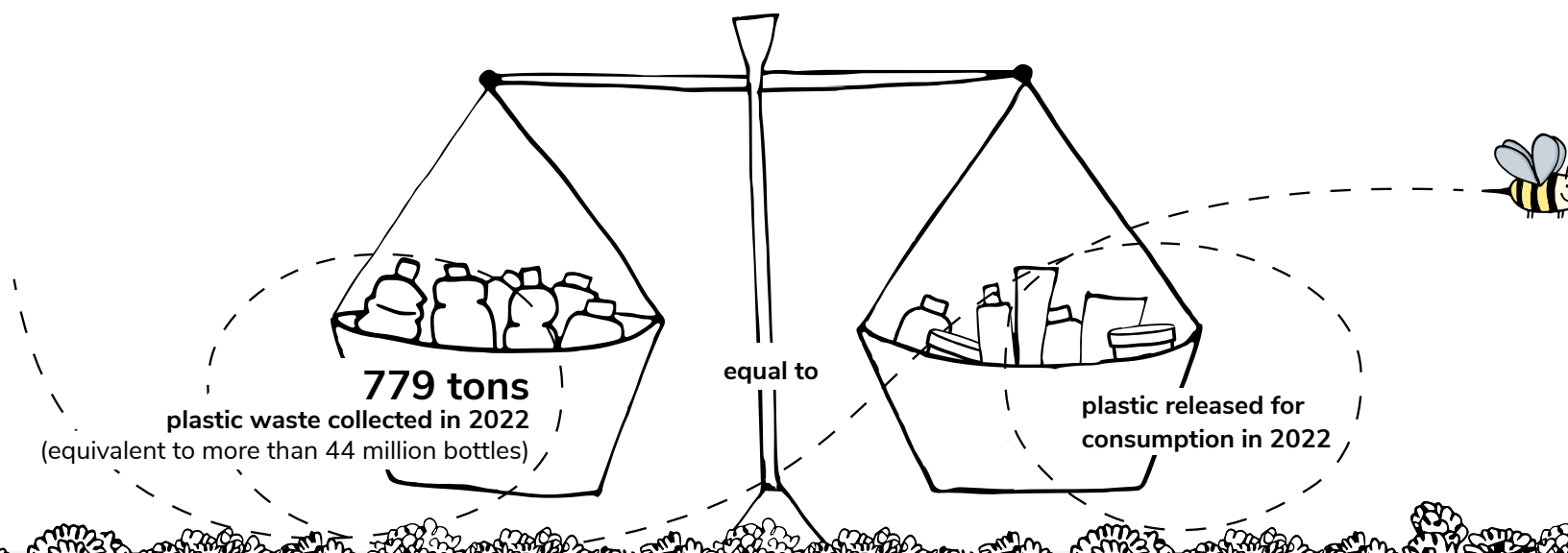
All Davines Group products are therefore Plastic Net-Zero.

In line with our regenerative development model and with a view to circularity, **we have achieved a 1:1 balance between the plastic we use and the plastic we remove from the environment.** Moreover, Plastic Bank uses block chain to monitor and track all plastic: the collected plastic is fed back into the supply chain.

We do our best to mitigate our environmental impact, convinced that if every company in the world collected “their” plastic, there would be no more plastic dispersed into the environment





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.





Our community at work to clean up the world

NOS TIRAN BASURA, DEVOLVEMOS MUSICA

- 

With this salon fundraiser, we promoted the reuse of waste materials to create musical instruments, an initiative with a positive impact on the environment and on the community. We supported the Asociación De Padres De La Orquesta De Instrumentos Reciclados NGO in Cateura, an area where one of the largest landfills in Latin America is located.
- 

Paraguay.
- 

Davines salons and end customers in Paraguay, Asociación De Padres De La Orquesta De Instrumentos Reciclados De Cateura.
- 

62 salons involved.

GARDIENS DES OCEANS

- 


The first French campaign to raise awareness of ocean protection ran from May to July 2022, involving Davines salons. In collaboration with Project Rescue Ocean, we also organized four beach clean-ups in Lacanau, Montpellier, Ouistreham and St Raphael.
- 


France.
- 


Davines France salons, Project Rescue Ocean, Davines France employees.
- 


360 salons involved, €3,580 donated to Project Rescue Ocean, 50 people participating in clean-ups, 100 kg of waste collected.

DAVINES CIRCULARITY PROGRAM

- 

In collaboration with Saxion University of Applied Sciences in Deventer, we have set up a project, due to kick off in 2023, to collect our products' empty packages in the salon through special Davines Take-Back Boxes. Additionally, 3 more boxes will be provided for disposal of cut hair, leftover dye and color tubes.
- 

The Netherlands.
- 

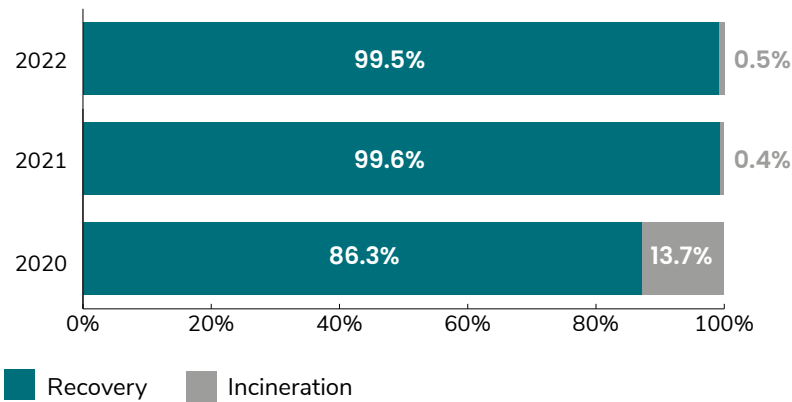
Saxion University of Applied Sciences in Deventer and students, Davines Sustainable Beauty salons, Dutch partners.
- 

1 pilot project resulted from the research phase, 3 students and 35 salons involved.

0% production waste sent to landfill

SOLID WASTE DISPOSAL METHODS

PARMA PRODUCTION PLANT



The growth of a business can result in a consequent increase in waste and also in a change in its management. In this context, we have been striving not only to reduce our production plant's waste production as much as possible, but also to improve its sorting and, therefore, its end-of-life.

With a view to continuous improvement, since 2021 we have been working with an environmental manager to recover our waste (both waste that is recycled and waste that is sent to waste-to-energy, from which energy is recovered), reducing the waste we send to incineration.

The graph illustrates the result of this commitment, which drives us towards an increasingly circular management of our industrial waste.

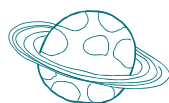


Decarbonization

We implement multiple initiatives and projects to mitigate our climate impact because we want to make a contribution. And we have been doing so for a long time.

Our journey towards decarbonization

Our commitment to decarbonization goes back a long way, chronicling our journey and the main actions taken to mitigate the climate crisis.

**2022**

On May 24, we signed our commitment with SBTi (Science Based Targets initiative), joining the Business Ambition for 1.5C° coalition to achieve the goal of net-zero emissions by 2050 at the latest. Subsequently, we began to work in order to set annual emission reduction targets.

**2021**

We measured and monitored 100% of our emissions (scopes 1, 2 and 3).

**2019**

Together with over 500 B Corps, we signed our commitment to become a net-zero company.

**2018**

Our efforts bore fruit and we became a carbon-neutral company, reducing and neutralizing residual scope 1 and 2 emissions.

**2006**

We started our journey to measure, reduce and partially neutralize our carbon footprint by structuring our efforts into a comprehensive program.

Carbon-neutral company

Our offices and plant have been carbon-neutral since 2018, but how did we do it?

1

By **measuring** and **monitoring** all the emissions from the activities under our direct control (scope 1 and 2).

2

By **reducing** the emissions from our offices and plant, where possible, through energy efficiency and the use of energy from renewable sources.

3

By **neutralizing** the remaining emissions and supporting Plan Vivo-certified reforestation projects that enable CO₂ absorption and the issuance of high-quality carbon credits.

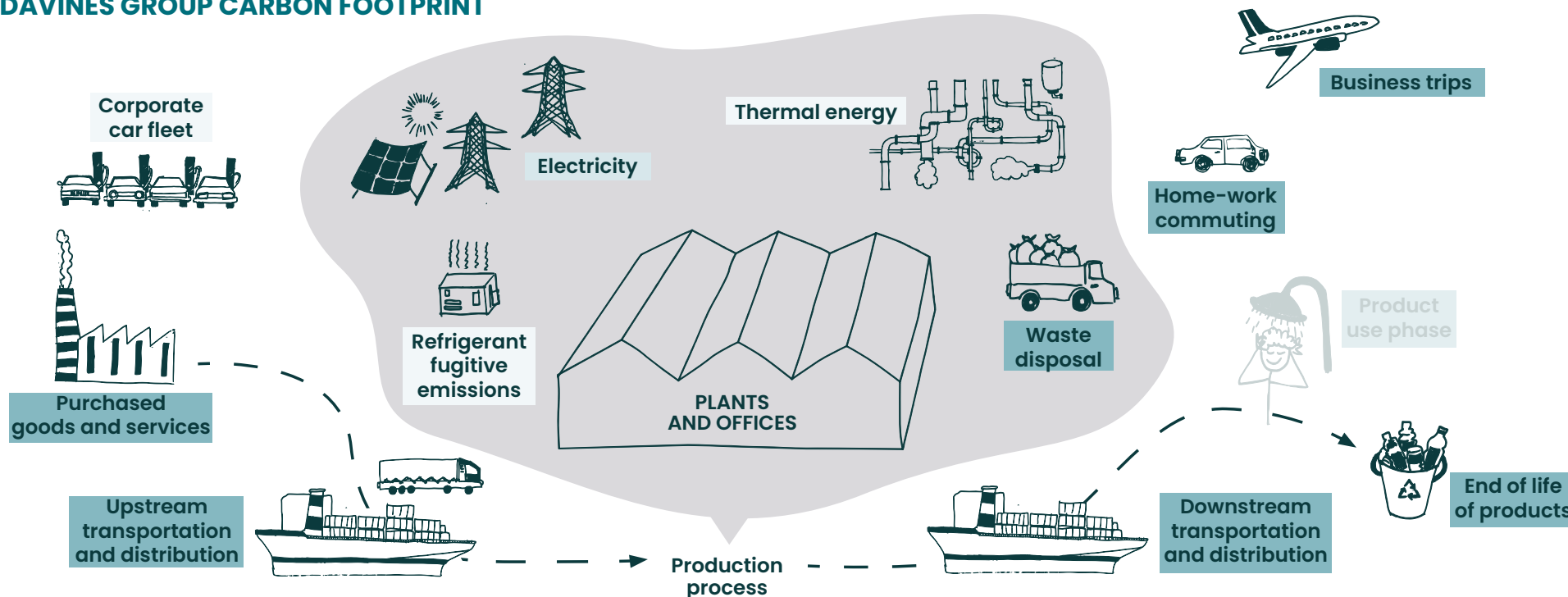
Pillar 1 – Measuring and Monitoring

Since 2021, we have been monitoring our climate impact in order to have a complete picture of all the direct and indirect emissions generated by our business (scope 1, 2 and 3 emissions).

THE RELEVANCE OF OUR PRODUCTS' CARBON FOOTPRINT

For years we have been calculating the carbon footprint of some of our products (59.3% in relation to product sales turnover), which is measured as the sum of all the emissions generated from a product's design to its end of life. In order to calculate it, we use the Life Cycle Assessment (LCA), a tool that helps us analyze the product's impact at all the stages of its life cycle. In the graphic representation of our organization's carbon footprint, shown below, a dotted line connects the different activities involved in calculating our products' carbon footprint.

DAVINES GROUP CARBON FOOTPRINT



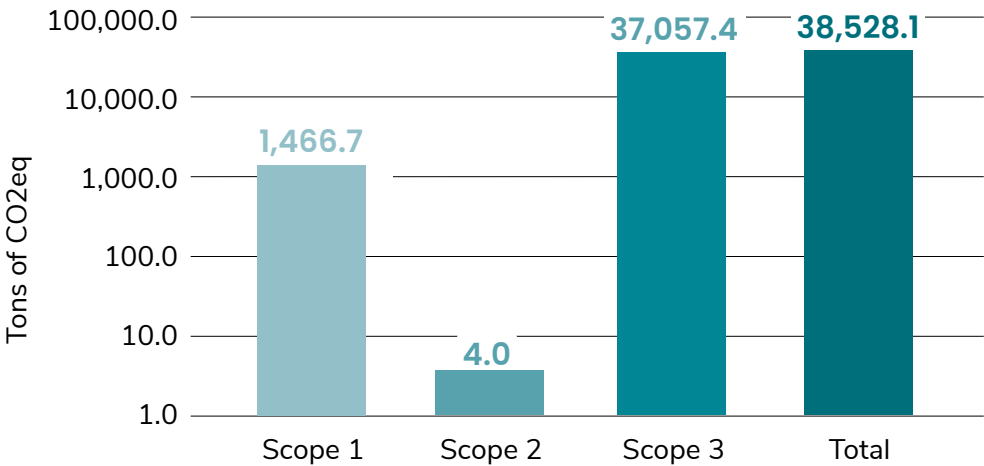
WHAT ARE SCOPE 1, 2 AND 3 EMISSIONS?

Scope 1 emissions – direct emissions relating to activities under the company's direct control (e.g. corporate car fleet, thermal energy, etc.).

Scope 2 emissions – indirect emissions due to production of the electricity, steam, or heat by third parties and in places other than those used.

Scope 3 emissions – indirect emissions from the entire value chain (suppliers, distributors and end customers).

DAVINES GROUP CARBON FOOTPRINT (WITHOUT USE PHASE)



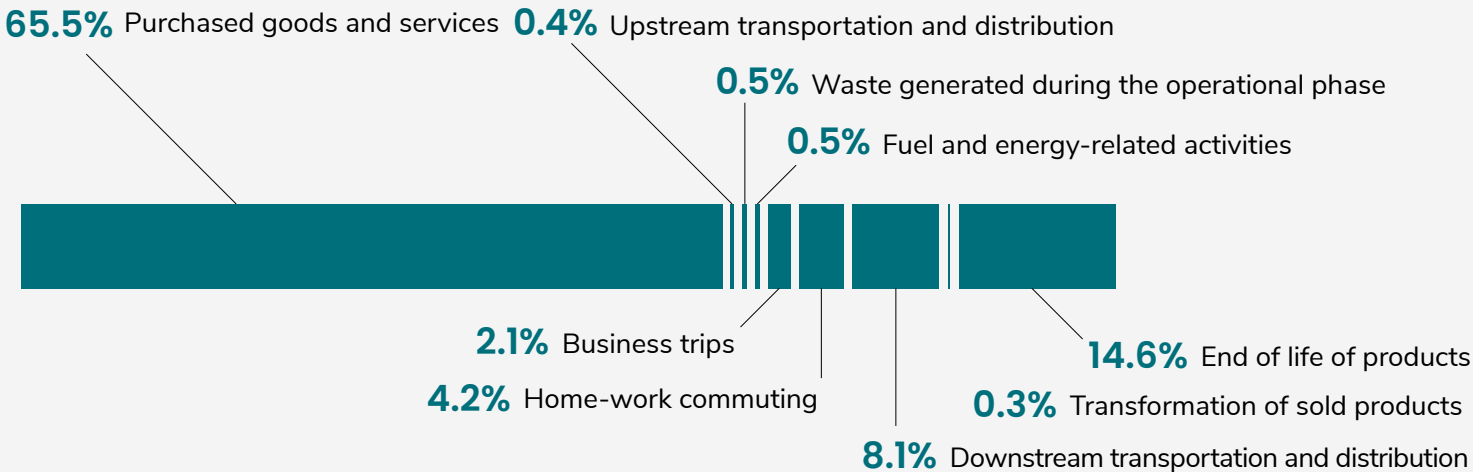
In 2022, our organization’s total carbon footprint amounted to 38,528.1 tons excluding the use phase and to 132,626 tons including the use phase.

In the graph, the carbon footprint has been divided into the three scopes. Scope 1 and 2 emissions together account for 3.8% of the total. Most of our impacts come from scope 3 emissions, which are outside of our direct control and generated by our value chain.

We have also chosen to calculate our carbon footprint with the use phase despite the fact that the latter is optional for the GHG protocol (international gold standard for emissions reporting) in relation to the reduction targets we are setting with SBTi.

We are mindful of this, because the use phase generates a very significant impact, which comes from the energy required to use the products by our customers, although we have no direct control over this, nor any way of measuring its efficiency.

MAIN SCOPE 3 EMISSION CATEGORIES

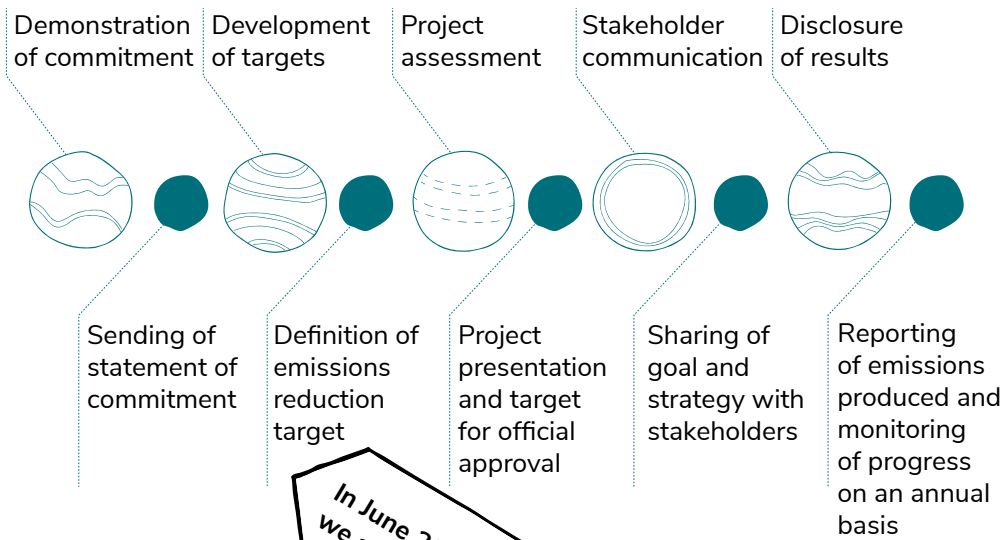


This graph shows a focus on the distribution of scope 3 impacts (excluding the use phase) across the various emission categories. The most impactful emission categories are raw material purchasing, product distribution, and the activities related to their post-consumer disposal. These categories will therefore be our focus for impact mitigation and they will be the subject of our reduction targets.

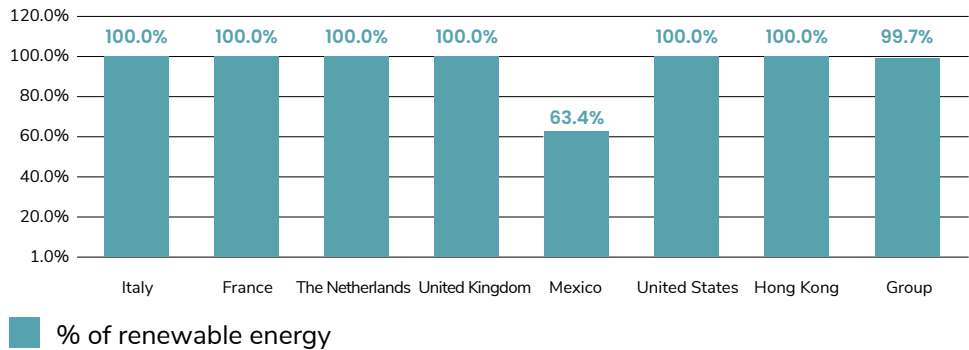
Pillar 2 – Reducing

As of May 2022, we have officially been part of the Business Ambition for 1.5°C campaign. Launched in 2019 by the United Nations Global Compact, the campaign was created to encourage businesses to step up the efforts required to address the climate emergency through the adoption of science-based corporate targets referred to as Science Based Targets (SBT). These targets were created to translate the Paris Agreement at corporate level and to guide companies toward an ambitious and evidence-inspired climate action. In the months following the signing of our commitment to the Science Based Targets initiative (SBTi), we have begun to work in order to set emission reduction targets and to define a project roadmap that will lead us to achieve the Net Zero goal. The project, which is still ongoing, is regarded by the Group as extremely high priority and sensitive, and it will conclude with the submission of the targets to SBTi for validation.

Joining SBTi involves several steps:



ELECTRICITY USED IN OUR OFFICES AND IN OUR PRODUCTION PLANT



In order to reduce our scope 1 emissions, we used to purchase biomethane (also known as green gas) certificates from the UK. Biomethane certificates are a tracking tool that allows those who purchase them to prove the renewable source of their consumption. However, the main international emission reporting standard (GHG Protocol) does not offer total clarity on whether biomethane certificates can be used as a tool to reduce a company’s emissions, despite the fact that they are conceptually similar to the renewable energy certificates used to reduce scope 2 emissions. Additionally, although there are registries in the world for issuing biomethane gas certificates, to date there is no registry in Italy. Due to all these reasons, in 2022 we decided to discontinue this type of supply from the UK and to neutralize our direct emissions from the use of natural gas from the Italian distribution network through the purchase of carbon credits.



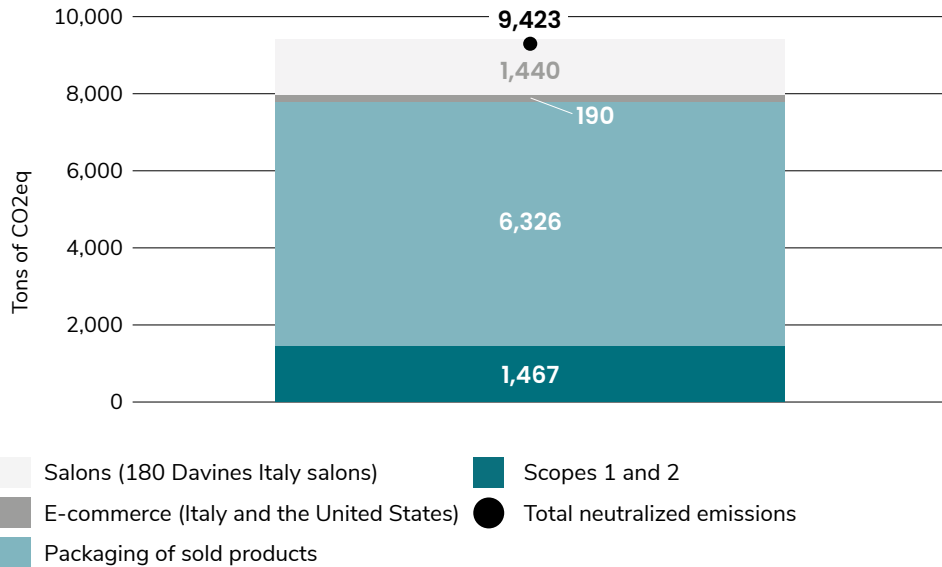
Pillar 3 – Neutralizing

Aware of the importance of structuring an ambitious climate action, we decided to renew our strategy in 2022. Rather than merely neutralizing our emissions, we focused our efforts on reducing them, a choice that is also in line with the commitment we signed with SBTi.

However, since mitigation actions play a key role in addressing the climate crisis, we are also continuing to neutralize some of the emissions which, to date, we are unable to eliminate.

What has changed? Compared to 2021, we have chosen to no longer neutralize emissions from the life cycle of the product lines on which we perform LCA, but to intensify work in order to reduce their amount. Instead, we continue to neutralize emissions that arise from scope 1 and scope 2, emissions that arise from the packaging lifecycle, and from Davines e-commerce shipments in Italy and in the United States. Furthermore, we have also neutralized some of the direct emissions of certain Italian Davines salons (180 salons, totaling 1,440 tons of CO₂eq), although they are not part of our organization's carbon footprint.

TOTAL EMISSIONS NEUTRALIZED BY THE DAVINES GROUP IN 2022



The graph shows the total emissions neutralized by the Davines Group during 2022, amounting to 9,423 tons of CO₂eq (equivalent to 25% of the organization's carbon footprint).



In 2021 and 2022, we supported two projects to neutralize our emissions: EthioTrees and Scolel'te. Both projects involve afforestation and/or reforestation for CO₂ sequestration and are Plan Vivo-certified. This certification identifies projects that not only provide benefits in terms of carbon absorption, and obviously comply with social and environmental guarantees, but that also take a holistic approach by generating a tangible impact for people and biodiversity.



ETHIOTREES

This is a forestation project that supports soil and forest regeneration in the northern region of Tigray, Ethiopia, through which, as of 2018, we neutralize 10,000 tons of CO₂ per year. In 2022, the project was extended to the Dawsira area and to the neighboring districts, while monitoring activities continued through additional environmental investments (stone bands, percolation ponds). Last but not least, with the conclusion of the Tigray War, EthioTrees funded humanitarian aid that provided support to 29,135 vulnerable families.



SCOLEL'TE

This afforestation, reforestation and agroforestry project simultaneously provides social benefits to local communities in the Chiapas region of Mexico. Thanks to our support, we have neutralized 24,500 tons of CO₂ through the restoration of forests and agroforestry systems since 2021. Additionally, support was provided for the construction of nurseries in 3 communities, 40 training workshops were held, and 4 production practices were implemented to mitigate climate change.

Pillar 4 - Involving


We collaborate with our internal and external stakeholders to increase our expertise in order to find effective and innovative solutions, as well as to raise awareness about climate change and counter it by maximizing our involvement outside our value chain.


An important work in this regard is done annually to involve our supply chain in particular. Again this year, three of our suppliers became B Corps, making an active contribution to reducing the environmental impact of our value chain (see [p. 43](#)).


EXAMPLES OF HOW OUR STAKEHOLDERS ADVOCATE FOR THE CLIMATE:

NATIONAL CLIMATE WEEK

 Our Dutch branch supported the National Climate Week, a campaign organized by the government to raise climate awareness. Over the course of the week, the branch joined various activities, including the Natural National Nature Working Day, on which some colleagues helped residents of the Zandweerd neighborhood regenerate common green areas.

 Deventer, the Netherlands.


 Dutch branch employees, residents of the Zandweerd district.


 4,000 sq m of regenerated green space, 11 people involved including 5 employees, 15 volunteer hours.




A FOREST TO CELEBRATE 20 YEARS

 To celebrate the company's 20th anniversary, our Lithuanian distributor planted a forest of trees on 1 hectare of land in the Trakai district. Typical local species were planted: birches, black alders, pines, and firs. This environmental and value-based initiative also brought teams and customers together in the collaborative project.


 Lithuania.

 Distributor employees, Davines Lithuania employees, Davines Lithuania salons.


 2,560 trees planted.




BROOKLYN BRIDGE CLEAN-UP

 Our New York branch took part in a clean-up day at the Brooklyn Bridge Park. Our colleagues removed invasive plants and planted new trees, enhancing the team climate and gardening skills. Moreover, with the help of Coastal Cleanup volunteers, they removed debris and trash deposited on beaches.

 Brooklyn, New York.

 New York branch employees, Coastal Cleanup, local community.

 14 volunteer employees involved.





Biodiversity

Biodiversity must not only be protected, but also regenerated. To this end, we practice active leadership in researching, promoting, and implementing good farming and procurement practices and encourage our community to adopt sustainable lifestyles.

EROC, a future-proof project

Over the years, our approach to sustainability has evolved, particularly in the field of biodiversity. We started off with a desire to protect the environment, minimizing the footprint of our activities, and ended up with a desire to regenerate, maximizing our positive impact. Aware that it is no longer enough merely to preserve resources and biodiversity, we want to involve in restoring the impact caused to the environment, to people and to the planet.

In 2021, through a partnership with the Rodale Institute non-profit organization in the U.S., we established the European Regenerative Organic Center (EROC), Europe's first training and research center in the field of regenerative organic farming, which will be located in Parma, opposite the Davines Group Village.

EROC was established with 5 ambitious goals:

1. To be the first European center for research, education and dissemination of regenerative organic farming headed by a cosmetics company;
2. To research and identify new organic and high-performance active ingredients for the cosmetics industry;
3. To promote research on topics such as carbon fixation in the soil, biodiversity and reduction of water consumption;
4. To educate farmers and the public on the principles of regenerative organic farming;
5. To promote a higher certification standard in the production of organic active ingredients.

Regenerative organic farming has the potential to improve soil quality, starting with the ability to sequester more organic carbon than conventional farming, so it better contributes to climate change mitigation than the latter.

Main results:

- 17** hectares of land allocated to the EROC project
- 40** potential partners contacted to assess synergies
- 136** experimental plots where **17** plant species are cultivated
- 6** new plants cultivated in 2023 to research new ingredients



5 ingredients from regenerative farming used in our formulas

HYDRAMEMORY WITH REGENERATIVE INGREDIENT



The formulas created for the relaunch of the Hydramemory line contain prickly pear extract grown in regenerative organic farming. The studies on the plant began in the Davines Group Village Scientific Garden by researchers from [comfort zone] who conceived the SKIN-ADAPTIVE HYDRATION technology, which is clinically proven to have moisturizing efficacy.



Worldwide.



[comfort zone] employees, suppliers, professional customers, end customers.



6 retail products and 1 professional product formulated with regenerative organically grown prickly pear extract.

12 ingredients from Slow Food Presidia used in our formulas



29.4% raw materials purchased with social and/or environmental certification

Our global campaigns to support regeneration

For the second edition of the We Sustain Beauty socio-environmental campaign, our Davines and [comfort zone] brands promoted two campaigns on a global scale to contribute to climate action by championing biodiversity and regenerative organic farming.

Both campaigns were supported by offering a lifestyle bag that represents our regeneration manifesto: **GROW BEAUTIFUL** bag for Davines and **#StandForRegeneration Manifesto Bag** for [comfort zone]. An iconic bag representing our values, made of certified regenerative organic cotton that is rain-fed, without the use of artificial irrigation, and that has been ethically farmed in India by an indigenous tribal community, the Khonds, dedicated to cultivating the land for centuries. Additionally, the CO₂ generated from its production and up to our warehouses has been offset with the Degraded Land Reforestation project in India. Through this manifesto bag, and the many people around the world who have chosen it, we have supported regenerative organic farming with a €50,000 grant to the Rodale Institute.



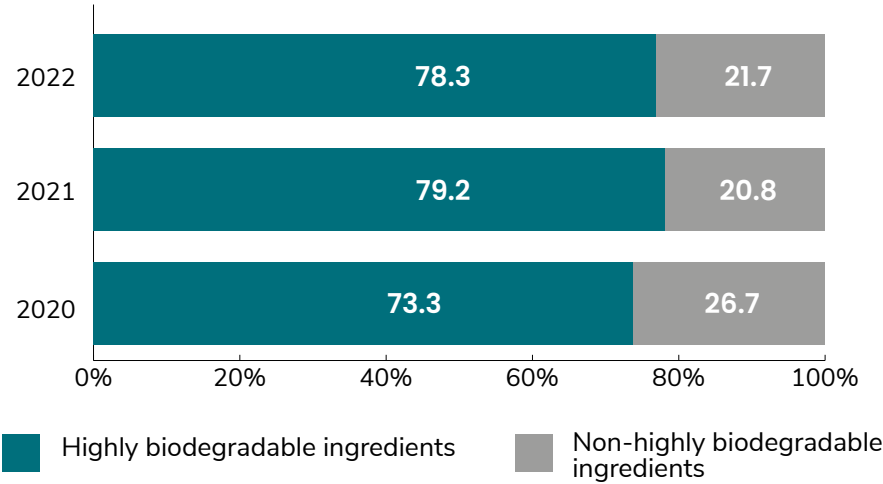
Sustainable formulas with a high content of natural and biodegradable ingredients. Greater biodegradability contributes to less bio-accumulation and therefore to the protection of the environment and of its inhabitants.

82.7% of the ingredients we use are naturally derived (natural and naturally modified ingredients) and 78.3% are rapidly biodegradable, in line with our circular and regenerative vision.

How did we achieve this goal?

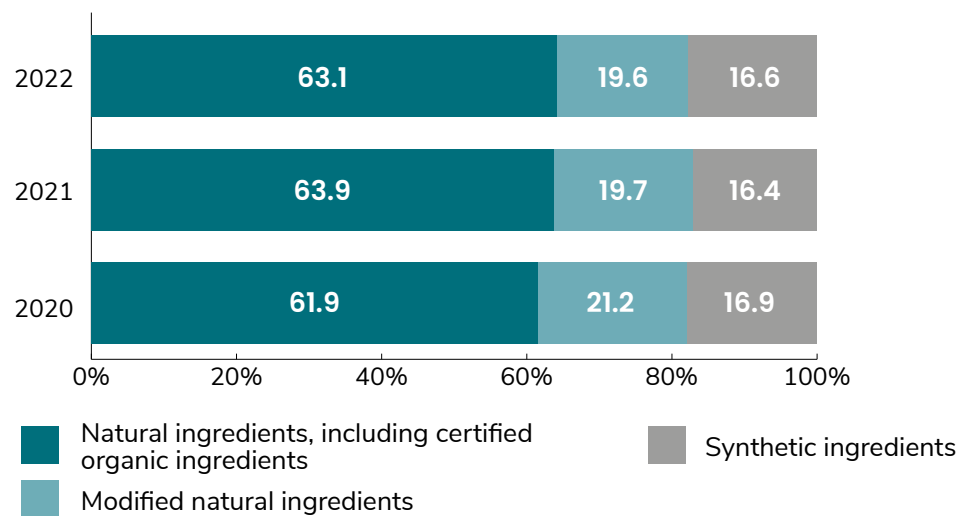
Today, it is common for people to be interested in the ingredients contained in cosmetic products and to question their impact, but we were pioneers in our sector. Our breakthrough year was 2006, when we recognized the need to make our products more sustainable and launched our most iconic line, the Essential Haircare line. We later took a further step in our sustainability journey by achieving the B Corp certification. The path to certification has led us to rethink actions that we have already taken and to open our eyes to new further improvements, partly through strategic tools such as the SLCA (Sustainable Life Cycle Assessment). Since then, every year we open up new areas for discussion and reflection, in order to continue to increase the naturalness and biodegradability of our formulas.

BIODEGRADABILITY OF INGREDIENTS



We only consider an ingredient to be biodegradable if it is classified as “rapidly” biodegradable by the OECD 301 method (EC Regulation no. 648/2004), i.e., if more than 70% of the compound biodegrades within just 28 days.

NATURAL INGREDIENTS ON TOTAL KG PURCHASED




We define an ingredient as being of natural origin only if 100% of its molecular structure is of natural origin and if it comes exclusively from sustainable transformation processes.


Since 2021, we have been facing difficulties in sourcing raw materials, a major critical issue that has affected several production sectors at the international level. For this reason, in 2022 we did not see an increase in the biodegradability or in the naturalness of purchased ingredients, although we managed to keep their level constant compared to the previous year.


REGENERATING BIODIVERSITY TOGETHER, SOME EXAMPLES:

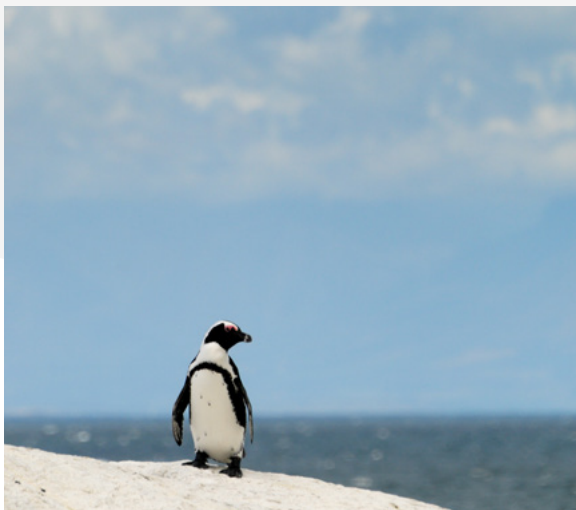
THE REGENERATION PENGUIN PROJECT

 Our Cape Town distributor initiated a fundraising campaign in salons to support SANCCOB in protecting the African penguin, an endangered species. This NGO is committed to rescuing, rehabilitating and releasing sick, injured, abandoned and oiled seabirds, particularly those at risk of extinction.


 South Africa.

 Davines salons and end customers in Cape Town, SANCCOB.


 348 eggs adopted, 54 salons involved, 128,904.50 rand collected.




REGENERATIVE AGRICULTURE PROJECT

 Our Vietnamese distributor initiated a project aimed at raising awareness about regenerative farming. In addition to funding the Tue Vien School of Nature, which educates people to respect the environment, it has supported the local regenerative farm Genxanh Farm by inviting it to share and publicize its journey.


 Vietnam.

 Vietnamese distributor, Tue Vien School of Nature, Genxanh Farm, community.


 €3,000 donated to the Genxanh regenerative farm, €2,000 donated to the Tue Vien School of Nature.




MARE D'AMARE

 In collaboration with Ambiente Mare Italia, [comfort zone] took action to safeguard Posidonia Oceanica by training volunteers who, together with the Department of Ecological and Biological Sciences of Civitavecchia, recovered the plants detached from the seabed to germinate them in a laboratory and then plant them back in the sea.

 Italy.

 Italy [comfort zone] centers, Ambiente Mare Italia (AMI) volunteers, Civitavecchia Department of Ecological and Biological Sciences.

 10,000 sq m of Posidonia monitored, 150 sq m of Posidonia planted, 441 participating centers, 600 AMI volunteers.



Community

2022 results



Members of the B Corp Beauty Coalition increased to 58.

In 2022, the B Corp Beauty Coalition, of which Davines Group is a member, more than doubled the number of its members. In March 2023, it published the B Beauty Navigator. This open-access navigation tool was created by its three working groups to help beauty companies and buyers make more informed and environmentally friendly decisions in ingredient sourcing, packaging selection, and logistics.



72.9% (in purchase value) of our suppliers have signed our code of conduct or have their own.

We met and exceeded our target by increasing the number of suppliers working under an ethical code of conduct by 18% (in value). In order to accomplish this, we circulated our code of conduct and welcomed that of suppliers who already had their own, after verifying their alignment with the same goals.

+3 new suppliers with B Corp certification.

We achieved the goal through a continuous joint work on involvement, communication, and exchanging information with our suppliers, as well as by opening tenders exclusively reserved for B Corp suppliers. This practice helped to consolidate the competitive advantage status of being a B Corp by strengthening suppliers' motivation to undertake or complete their own certification process.

2023 actions





Persevere in our advocacy efforts and in supporting suppliers so that an increasing number of them become B Corp-certified.


Organize a workshop to increase our suppliers' sustainability.


Organize 2 tenders exclusively for B Corp suppliers.


Key

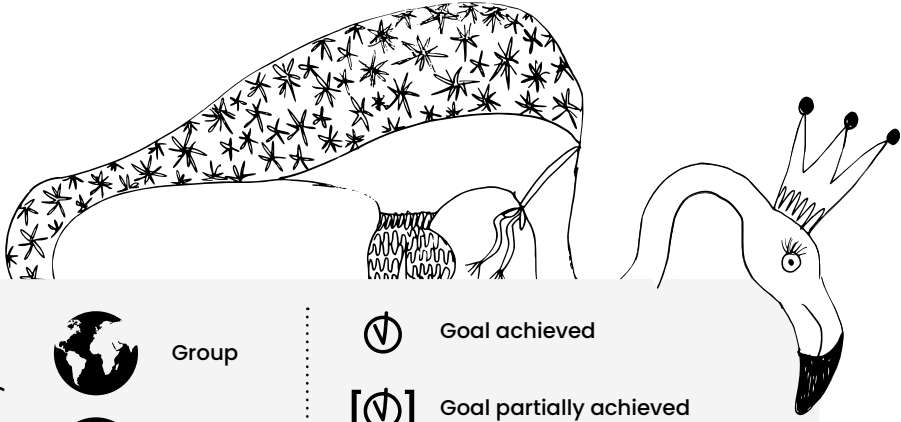
Group

Italy

Goal achieved

Goal partially achieved

Goal not achieved





Local Community Impact

We believe in people and in the importance of returning value to the communities in which we are present with branches, distributors and customers.

How we support the communities in which we are present, some examples:

BEAUTY FOR VICTIMS OF VIOLENCE



The Davines Mexico branch hosted, for the third time, some female guests from the Carmen Sánchez Foundation, which supports women victims of violence from acid or corrosive substance use. For them, a day dedicated to self-care was organized through the participation of hairdressers and make-up stylists and giveaways of our products.



Mexico.



Carmen Sánchez Foundation, women victims of violence, Mexico branch employees, hairdressers, make-up stylists.



4 victims of violence and 20 people overall involved.

FAMILY UNITED



With a donation from our internal SolidalMente community, we supported the United Nations-sponsored Family United training project to develop parenting skills through facilitator support. As a family business, we believe in the importance of peaceful and constructive relationships within the family unit.



Italy.



Parents of Parma and Trento schoolchildren, local community of the two provinces.



4 2-hour sessions for 4 weeks.

ROMANCE IN PARMA



Davines and [comfort zone] guests from all over the world were welcomed at the Davines Group Village to enjoy an immersive experience in the corporate values through a program designed to keep the event's environmental impact as low as possible at all times: from the meal, to travel, to education activities involving hairdressers and beauticians.



Worldwide.



Davines and [comfort zone] professional customers and distributors, suppliers, press, employees, authorities, communities.



In 2022, 10 events organized by Davines and 11 by [comfort zone]; in 2023, 28 Davines and 9 [comfort zone] planned events.



An event which, every year since 2018, has opened the doors of the Davines Group Village, allowing participants to have an immersive experience in the Davines and [comfort zone] world.



€1,076,489 ALLOCATED TO DONATIONS AND SPONSORSHIPS
WITH SOCIAL AND ENVIRONMENTAL PURPOSES



B Corp advocacy

We cherish interdependence, which is why we champion the B Corp model to our stakeholders and, in particular, to our partners.

SINCE **2016** WE HAVE ADVOCATED FOR THE B CORP MOVEMENT

[Learn more](#)

To date, we are proud to have encouraged the following to obtain certification:

15 SUPPLIERS TO OUR PARMA
HEADQUARTERS

2 INTERNATIONAL
DISTRIBUTORS

2 INTERNATIONAL SALONS



How we support and disseminate B Corp values:

B THE CHANGE



The campaign's second edition renewed the goal of creating interdependence among Italian B Corps and raising awareness of the value of our purchasing choices. 1% of the proceeds were allocated to the creation, in collaboration with POLIMI Graduate School of Management, of a miniseries of podcasts dedicated to new sustainability professional profiles.



Italy.



Davines Italy salons, end customers, communities, 10 B Corp companies, POLIMI.



11,679 salons involved, €12,000 donated to POLIMI.

B CORP WEBINAR



Through the participation in the training webinar organized by B Corp France and Wiser Impact, Davines France promoted the B Corp model by inviting other companies to join the movement and the B Corp Beauty Coalition and it spread awareness about regenerative organic farming in the beauty supply chain.



France.



B Corp France, Wiser Impact, future B Corp companies.



85 registrants, 29 participants, 3 B Corps involved (Davines, Lemon Tri, Norsys).

B CORP BEAUTY COALITION



In 2020 we spearheaded this alliance of B Corps belonging to the beauty industry, created to improve environmental and social practices within the industry. Officially structured in 2021 with 7 founders, the alliance was inaugurated in 2022 and, to date, is fully operational in influencing change.



Worldwide.



B Corp companies that are members of the alliance.



58 active members on 6 continents as of the end of 2022 (70 as of May 2023), 1 navigator tool published.

ANOTHER SUPPLIER BECOMES A B CORP



We inspired our business partner Arca Group, already a Benefit Corporation since 2021, to improve its sustainability standards, enabling it to achieve the B Corp certification in 2022 with a score of 90 points. This achievement celebrates our commitment to creating interdependence with the organizations that share our values.



Italy.



Davines Group Supplier.



0% production waste sent to landfill, 100% energy from renewable sources, employee training, community support actions.



B Corp advocacy

We cherish interdependence, which is why we champion the B Corp model to our stakeholders and, in particular, to our partners.

We understand that, in order to pursue greater sustainability in the beauty industry, it is indispensable to involve the supply chain. This is why we choose suppliers aligned with our values, intent on using business as a positive force, and why we are constantly looking for less impactful and more transparent procurement practices to share with them. The B Corp certification has been a great help in this journey, because it has enabled us to identify some key indicators to measure and improve in the supply chain.

About our suppliers

Every year we launch a survey to map the sustainability best practices of our suppliers, which mainly consist of manufacturers, retailers, contract manufacturing companies, communications agencies, and technology or logistics service providers. The results we obtain are integral to the ongoing assessment of our suppliers and of the selection of future suppliers.

70.8% offer added benefits to their employees

59.5% use energy from renewable sources

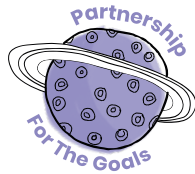
53.3% have reduced their total energy consumption

28.2% have reduced their total water consumption

61.5% have reduced their unsorted waste

45.1% do not use single-use plastic in the office

Figures calculated based on the statements from suppliers who completed our annual sustainability questionnaire. Compared to 2021, these suppliers increased from 174 to 195 but, in terms of corresponding turnover, they decreased from 44.6% to 38.7%.



Partnership for the goals

We want to make our contribution to the achievement of the 17 United Nations Sustainable Development Goals (SDGs), because we believe that everyone's commitment is essential.

SDG Action Manager

It is a solution designed for businesses that are committed to advancing the SDGs. Developed by the UN Global Compact together with B Lab, this tool assesses corporate sustainability performance by mapping the contribution to each SDG.



1 No poverty



6 Clean water and sanitation



11 Sustainable cities and communities



2 Zero hunger



7 Affordable and clean energy



12 Responsible consumption and production



3 Good health and well-being



8 Decent work and economic growth



13 Climate action



4 Quality education



9 Industry, innovation and infrastructure



14 Life below water



5 Gender Equality



10 Reduced inequality



15 Life on land



16 Peace, justice and strong institutions

SDG 17 - Partnership for the Goals, does not have its own module due to its cross-cutting nature: actions relevant to companies are therefore integrated into the other 16 modules.

Here are some of the projects with which we contribute to achieving the SDGs:

SDG 12

BRAND AMBASSADOR PROGRAM



This is the first certification program dedicated to professional customers of [comfort zone], aimed at training and involving future Professional Brand Ambassadors. The training course, which can be accessed online on the e-Academy platform, embraces values, products and social communication and finally requires the submission of a demonstration video and of a motivational video.



Worldwide.



[comfort zone] SPA .



62 certified Professional Brand Ambassadors.

SDG 17

LONGEVITY WEEK 2022



The campaign resulted in the M'InVento una Giocostoria educational path created in collaboration with Invento Lab to support children in becoming superheroes for the planet, making them authors of fantastic stories that can change the world. This was supported by the use of interactive podcasts on the UN SDGs and by a storybook.



Italy.



[comfort zone] Italy centers, end customers, preschools and primary schools, Invento Lab.



568 [comfort zone] centers, 24 classrooms and 375 students involved; 6,000 indirect beneficiaries in schools.



Audiobook

Podcast



OUR HISTORY

40 years of Sustainable Beauty

1983-2023

'80s

In 1983, Gianni Bollati and his wife Silvana started a business formulating and manufacturing hair products, which they chose to call Davines - in reference to the names of their children, Davide and Stefania.

The business was initially conducted in the family home in Parma, albeit supported by advice from the best experts in the field. Silvana handled the formulas and cooked both culinary and chemical recipes, while Gianni devoted himself to sales and soon organized an extensive distribution network throughout Italy. Before long, the home basement was no longer sufficient. In 1984 Gianni bought a warehouse, and in 1987, he hired the first employees. The creation of customized formulas fostered the emergence of a special relationship with the professional world, which remains the company's strength to this day.



'90s

A major turning point came in 1992: the Davines brand was established. Davide earned his master's degree in cosmetology in the United States, returned to Parma, and decided to refound the family research laboratory to introduce entire lines under his own brand. The first was Becoming, a complete line of hair care products.

1996 saw the launch of the [comfort zone] brand dedicated to the skincare industry. The brand was based on a holistic vision of beauty treatment that acts on the outer dimension to also foster the inner dimension, through highly innovative products interwoven with a strong experiential component. In 1998, after graduating from law school, Stefania also joined the company to manage, in addition to registered trademarks and patents, the Bollati family's most valuable asset: people. Specifically, Stefania became Head of Well-being, specializing in occupational wellness and fostering it with numerous initiatives.

'00s

In 2004, the company appointed Paolo Braguzzi, an experienced professional in the sector, to lead the Group. This was the beginning of a journey of awareness and attention to value-based topics that led to the creation of, among others, the Ethical Charter, the first corporate emissions offset programs, and the Sustainability Report. Sustainability is the common thread which, since the company's early days, has guided the Bollati family's work and choices. Their desire to improve



the company while respecting the environment has resulted in the Davines Group being among the first in the industry to offer products that combine the most sustainable formulation with highly professional performance.

Reflecting the company's commitment to putting sustainability at the heart of its business, in 2006 the Davines brand began to use the Sustainable Beauty slogan in its logo and to launch initiatives that can be considered an embryonic form of activism. The Sustainable Beauty Days and the I Sustain Beauty campaigns in 2014 were a bridge to the world of culture and to all those who identify with these values. This research and this sharing are also transferred to the products and packaging aesthetics that reflect the Group's circular and regenerative vision.

'10s

In 2011, the [comfort zone] brand was further strengthened with the establishment of an international scientific committee. A focus on sustainability continued to shape the corporate choices, and in 2014, a partnership with Slow Food was initiated to relaunch the Davines Essential Hair Care line: each product contained an active ingredient from an Italian Slow Food Presidium.

In 2016, the Group became a B Corp, a milestone that paved the way to changing its articles of association to a Benefit Corporation in 2019 and to founding, together with other B Corps, the B Corp Beauty Coalition in 2021.

2018 saw the inauguration of the Davines Group Village located just outside Parma, a new headquarters designed by Matteo Thun based on the concept of "home", embodying the values of beauty, well-being and sustainability.



March 13, 2023, Davines Group Village greenhouses: museum exhibition to mark the 40th anniversary.



'20s

In 2021, the Group entered into a partnership with the Rodale Institute to expand the supply of ingredients, educate farmers and further advance the frontiers of research. This led to the foundation of the European Regenerative Organic Center (EROCC), Europe's first research and training center in the field of regenerative organic farming, located opposite the Davines Group Village on a 17-hectare site. Since the start of 2021, the company has been led not only by the Chairman Davide Bollati, but also by the CEO Anthony Molet, who was responsible for the Group's US branch for the previous 10 years.



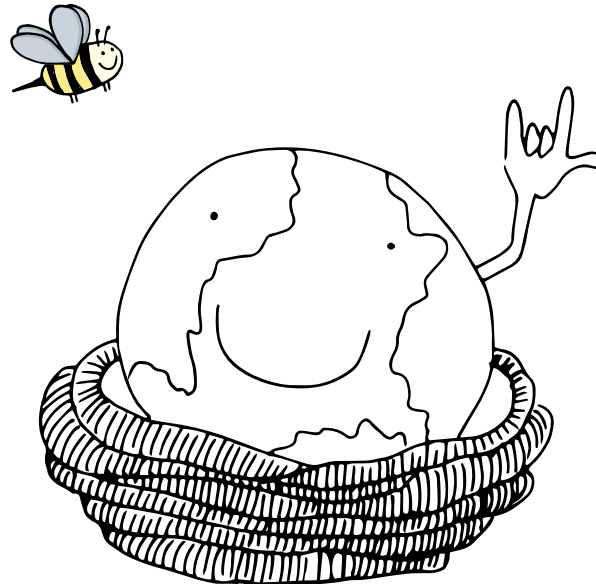
We create professional hair products in which quality is combined with the utmost respect for the planet and for its resources. We use business as a force for good, promoting a regenerative model of Sustainable Beauty.

[comfort zone]

conscious skin science

We create regenerative products and treatments, combining professional expertise, constant innovation and great respect for the skin and the planet. Our formulas, which contain high percentages of naturally derived bioactive ingredients, guarantee clinically proven effective results.





DAVINES GROUP

davinesgroup.com