

DAVINES GROUP



PRESS RELEASE

DAVINES GROUP: 10 YEARS AS A B CORP NEW CERTIFICATION STRENGTHENS ITS COMMITMENT TO THE ENVIRONMENT AND COMMUNITIES

One of the first companies in the cosmetics sector to become a B Corp, the Group continues its sustainability journey with its fourth B Corp certification

Parma, July 15, 2026 - **Davines Group**, which has been active in the professional cosmetics sector for more than 40 years with the Davines haircare brand and the [comfort zone] skincare brand, is among the first global companies to have completed B Corp recertification under the new, even more rigorous environmental and social sustainability standards introduced by the non-profit organization B Lab.

Certified as a B Corp since 2016, Davines Group was among the first cosmetics companies in the world to believe in and embrace the principles of this movement. Over the past **10 years**, it has undertaken an **evolutionary journey toward sustainability** and toward the **transition to a regenerative model** of growth and development—one actively focused on restoring and renewing ecosystems, generating shared value and well-being for the communities and territories in which the company operates, and moving away from a linear, extractive logic toward a circular economy.

This is **Davines Group's fourth B Corp certification**, further strengthening the identity of **a company committed to generating a positive impact**, promoting ever more conscious care for the planet and, even more importantly, for people.

Sustainability is deeply embedded in the company's decision-making and industrial processes, and Davines is working to progressively extend it throughout its entire value chain. In addition to adopting Benefit Corporation status in 2019 for its Italian and North American entities, **in 2022 Davines Group became one of the founding members of the B Corp Beauty Coalition**, an initiative bringing together more than 50 leading beauty companies committed to improving sustainability practices across the cosmetics industry.

"Undertaking this journey and measuring ourselves with B Lab's new global standards demonstrates how B Corp certification is an ongoing process of continuous improvement," comments **Davide Bollati, Chairman of Davines Group**.

"We embraced the B Corp model 10 years ago, and it has been—and remains—a true declaration of intent that unites companies determined to work in a new way, looking beyond profit alone. Although operating in profoundly different sectors and markets, B Corps share a common vision, recognize the same values, and work toward the same goal. The objective we can achieve only together is to generate a positive domino effect capable of dismantling old paradigms and driving systemic change toward a stakeholder-driven model. We are a company, and naturally we pursue

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profit, but we place the creation and development of positive impact on people and the planet on the same level."

The new B Corp certification standards launched by B Lab replace the previous scoring system with seven fundamental impact areas: **Purpose & Stakeholder Governance, Climate Action, Environmental Stewardship & Circularity, Fair Work, Justice, Equity, Diversity & Inclusion (JEDI), Human Rights, and Government Affairs & Collective Action.**

More than 10,000 companies around the world are B Corp certified, spanning over 102 countries and 163 industries. In Italy, there are more than 390 B Corps, generating revenues of over €23.5 billion. Among them is Davines Group, distinguished by its ongoing journey of continuous improvement.

Purpose & Stakeholder Governance:

Among the actions implemented, notable initiatives include **updating the Double Materiality Assessment and launching the Stakeholder Governance Policy to clarify how stakeholders—employees, customers, suppliers, the environment and local communities—are listened to and involved in decision-making processes.** The company has also updated its **Responsible Marketing & Public Relations Policy** to prevent greenwashing, in line with the new European legislation taking effect in September 2026, and has publicly opened the **"We Listen To You"** reporting channel (an evolution of whistleblowing) to receive reports related to environmental issues, human rights and social impacts.

Fair Work:

The focus is on quality, pay equity and transparency. The Group has implemented the global **Fair & Inclusive Recruiting Policy**, ensuring **inclusive job advertisements, a ban on requesting candidates' salary history, and the use of objective selection tools.**

Justice, Equity, Diversity & Inclusion (JEDI):

Davines Group monitors and systematically analyzes data related to identity factors, including gender, age, seniority and type of employment contract. In addition to publicly declaring its commitments on JEDI topics, the company has developed a **multi-year action plan** with measurable objectives to make this commitment tangible and meaningful for people. Initiatives include strengthening training and awareness activities on diversity, equity and inclusion, as well as promoting the use of inclusive language in job descriptions.

Human Rights:

To ensure dignified living and working conditions throughout the entire value chain, **Davines has established a rigorous Group Human Rights Policy.** The company has mapped its **salient human rights issues** and established a process for managing reports and concerns, supported by the **"We Listen To You"** channel. **Human rights-related objectives have also been incorporated into an engagement plan for the company's most strategic suppliers, enabling the monitoring of their progress over time.**

Climate Action:

In support of global efforts to limit warming to **1.5°C**, Davines has been rigorously measuring its organizational **carbon footprint** for years. **By involving all subsidiaries and functions, greenhouse gas emissions are calculated and certified by an independent third party** (in accordance with the

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GHG Protocol Corporate Standard and with reasonable assurance, as carried out in 2024 and 2025) and subsequently disclosed in the company's annual Sustainability Report.

Environmental Stewardship & Circularity:

The Group applies a structured data collection system to monitor energy and water consumption. **Incoming materials are analyzed, with a particular focus on packaging and ingredients, to assess the origin of raw materials and support more sustainable and circular choices.** In addition, data on operational waste generation is collected, and the end-of-life context of post-consumer packaging is examined through studies of recovery infrastructures across 26 European countries. A key initiative is the extension of an Engagement Plan involving **22 strategic suppliers**, with shared social and environmental targets through 2030, thereby promoting traceability and impact reduction throughout the value chain.

Government Affairs & Collective Action:

Davines strengthens its active role in public dialogue by promoting a responsible approach to lobbying. By committing, through its Code of Ethics, to support only organizations grounded in scientific evidence and focused on generating positive impact, **the Group reaffirms its two key collective-action commitments: its active role within the B Corp Beauty Coalition and its participation in EROC, the European research center for regenerative agriculture.**

Davines Group

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 | B Corp since 2016

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