



BEAUTY, ETHICS AND SUSTAINABILITY



DAVINES GROUP

Davines Group

Davines Group is a professional cosmetics company that has developed its business model integrating **growth**, **responsibility**, and the creation of **shared value**.



[comfort zone]



SKINCARE

Rooted in **science**, empowered by **professional expertise**, and elevated by a conscious and sustainable lifestyle.

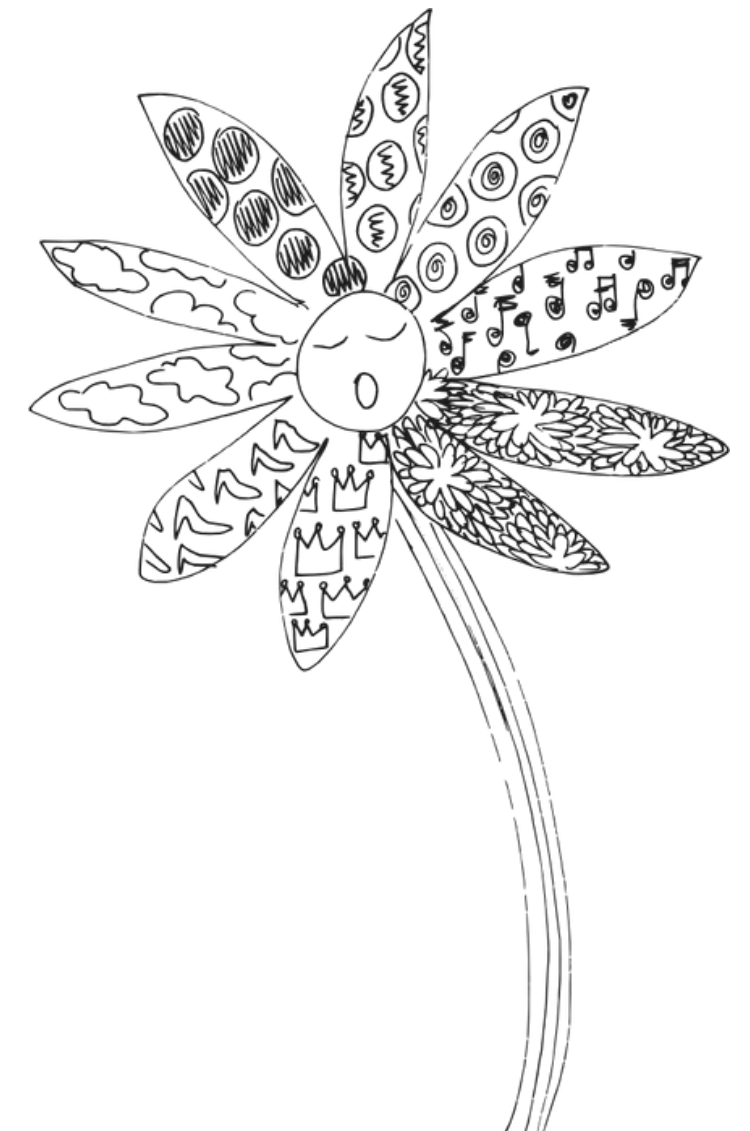
davines



HAIRCARE

Davines creates professional haircare products where quality meets **beauty**, **sustainability**, **ethics**, and **culture**.

Our Brands



Our Subsidiaries

1983
Italy, Parma



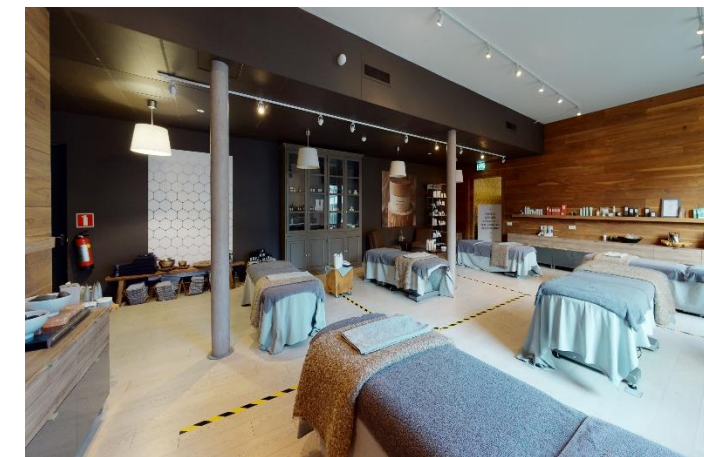
2004
North America, New York



2007
Mexico, Mexico City



2013
Netherlands, Deventer



2022
Germany, Düsseldorf



2026
Spain, Bilbao



2006
France, Paris



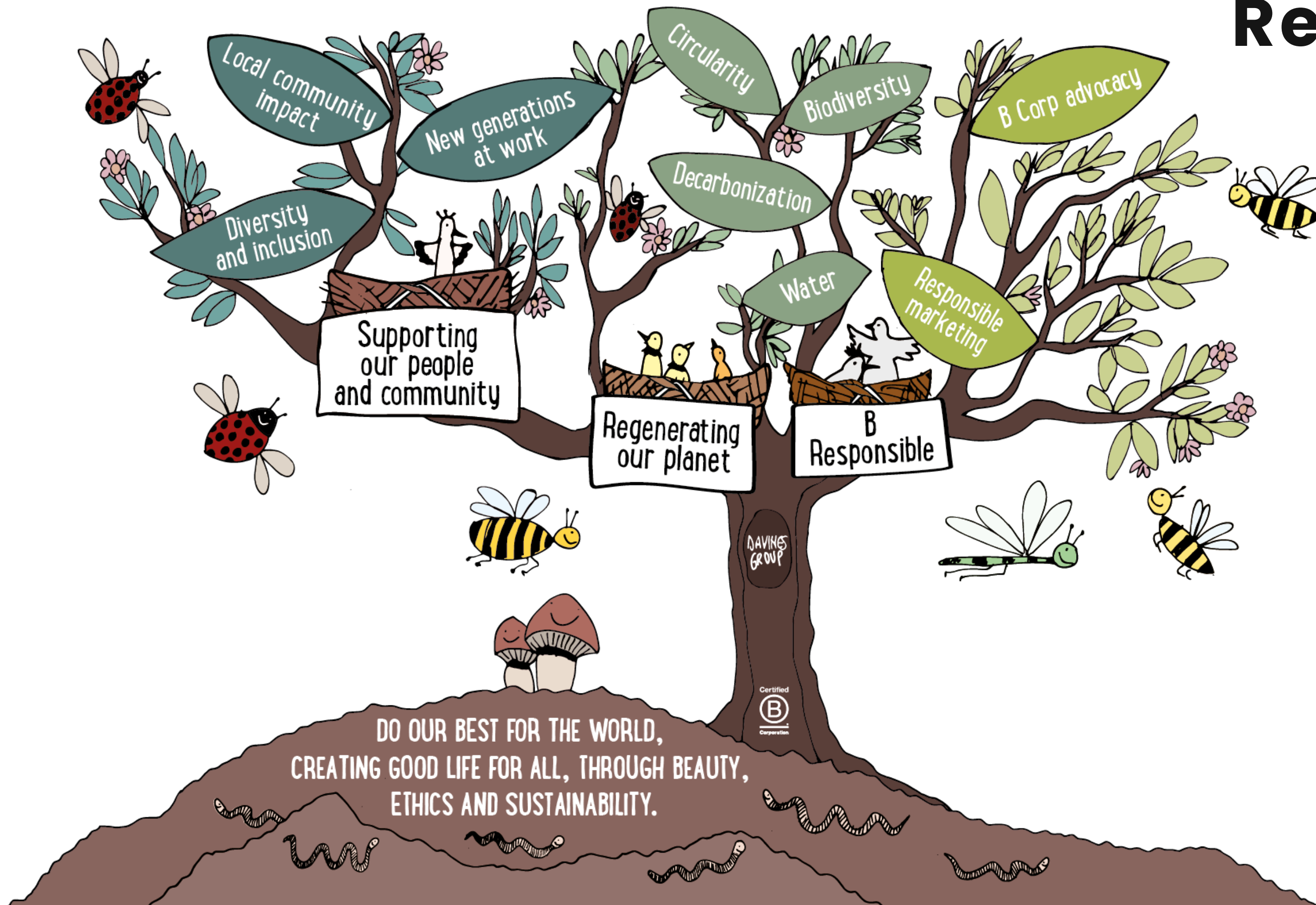
2015, 2020
China, Hong Kong,
Shanghai



2006
United Kingdom,
London



Regenerative Evolution



Our sustainability approach

We are **rooted in our purpose**, with **our values** flowing up through the trunk and branches to the **nine leaves**, representing the most important areas of impact.



2030 Biodiversity Target

≥ **80** ingredients from regenerative organic agriculture (ERO model) or Regenerative Organic Certified (ROC®).

100% ingredients derived from palm oil present in our formulas will contain exclusively RSPO (Roundtable on Sustainable Palm Oil) CSPO (Certified Sustainable Palm Oil) certified oil, preferably adhering to the stricter criteria of the POIG (Palm Oil Innovation Group).

➤ **90%** of the ingredients purchased for our formulas will be of natural origin

➤ **85%** of the ingredients purchased for our formulas will have reduced bioaccumulation in the environment.

5000 tons of plastic waste collected cumulatively from the environment, outside our value chain, through eco-restoration projects, starting from 2023.

EROC European Regenerative Organic Center



EROC European Regenerative Organic Center

Born in 2021, in collaboration with **Rodale Institute**, it's the Europe's first research and training hub dedicated to regenerative organic agriculture



17 hectares – **188** experimental plots – **25** species of plants grown in rotation



Regenerative Organic Agriculture

A set of agricultural principles and practices aimed at improving the health and functioning of the soil ecosystem.

A regulated approach, based on more stringent standards than regenerative agriculture, which does not allow the use of synthetic chemicals, such as pesticides and herbicides.

Some key principles:



Minimal soil disturbance



Crop rotations



Promoting biodiversity

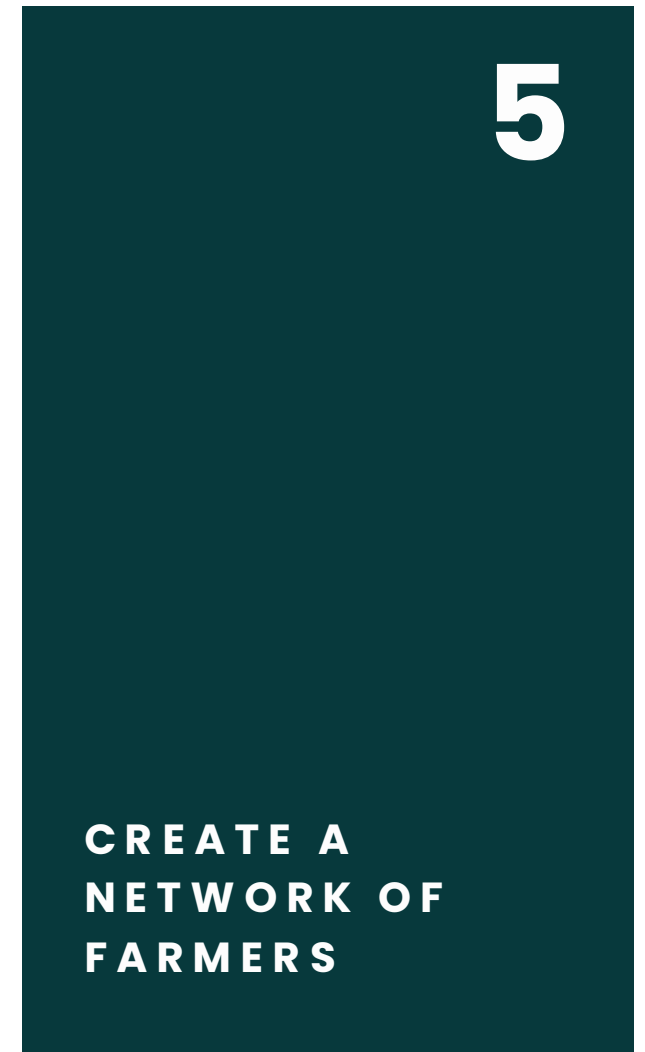
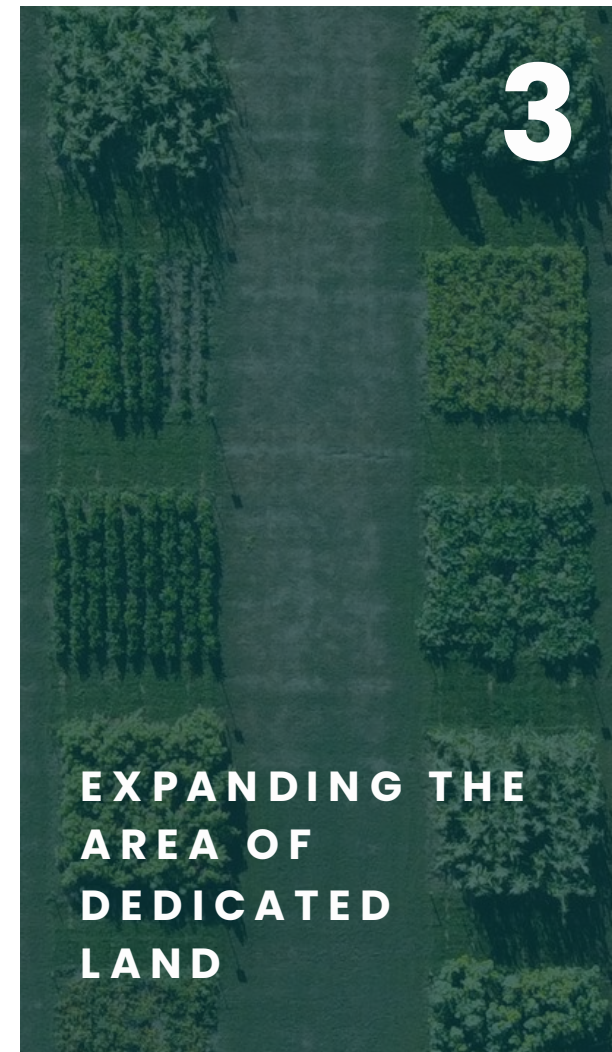
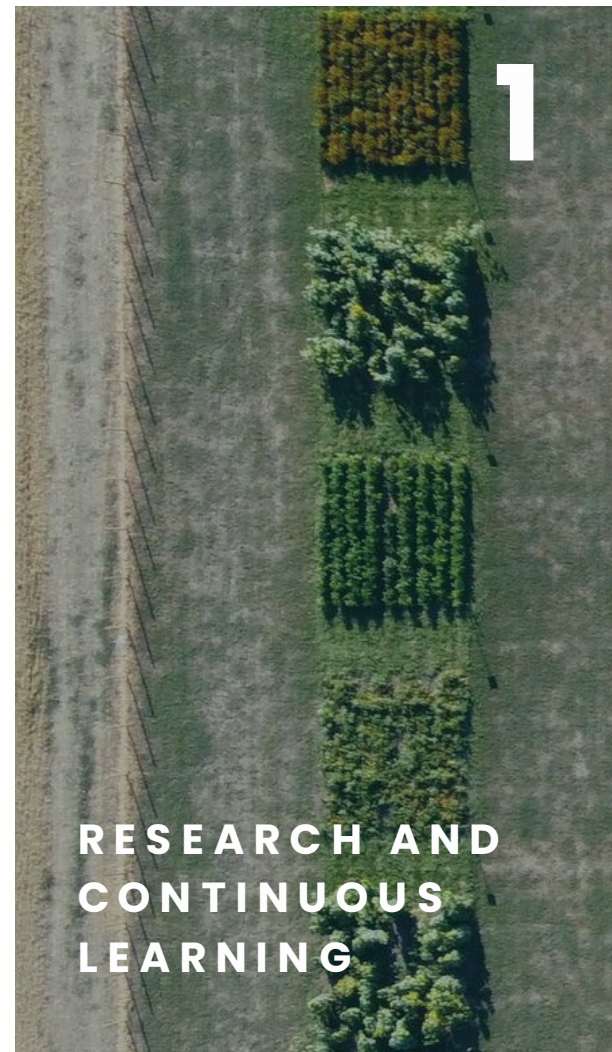


Use of cover crops



No synthetic chemicals

EROC Goals





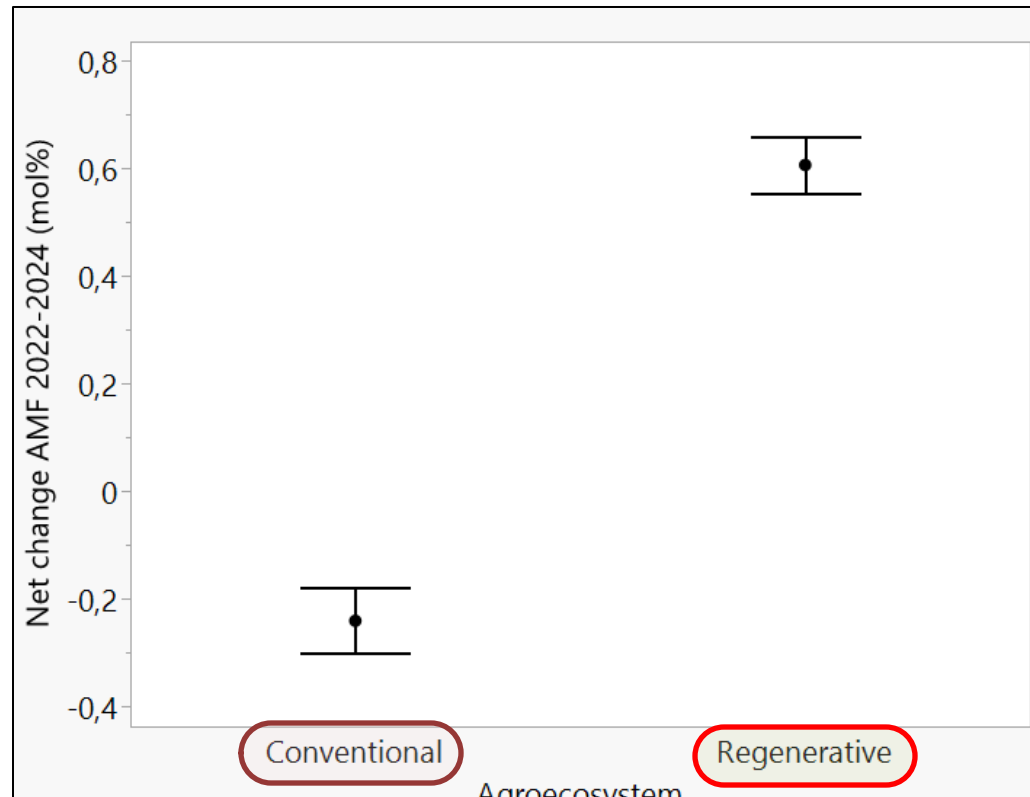
Experiment 3

Experiment 2

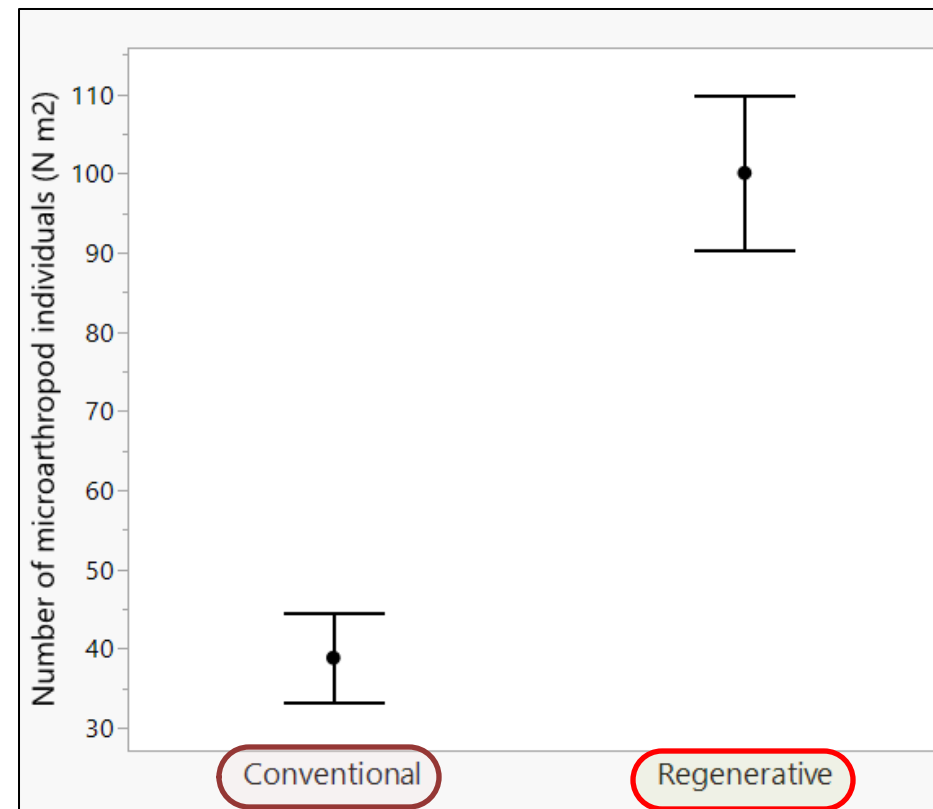
Experiment 1

Scientific results

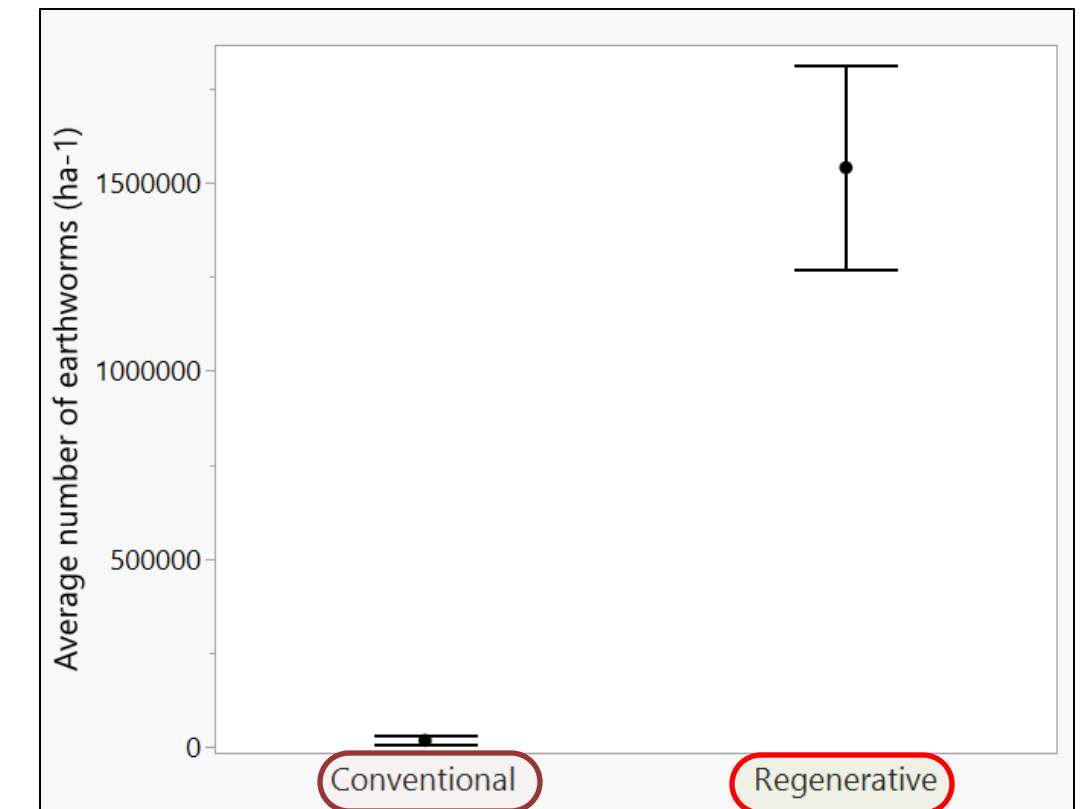
Soil Microbiome
Arbuscular mycorrhizal fungi (AMF): +30%
in three years



Number of microarthropods: +40%
Soil Biological Quality index (QBS)



Earthworms
Soil 'engineers': up to 100x more



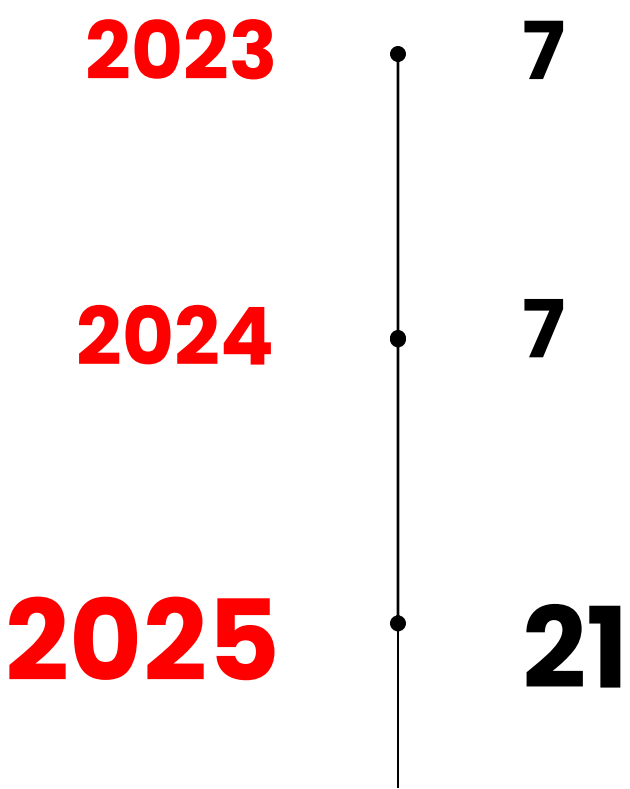
2030 TARGET

80 REGENERATIVE ORGANIC
INGREDIENTS



2030 Biodiversity Target Progress

ROC® INGREDIENTS





Alessia Mazzù



Filippo Laguzzi



Marta Galimberti



Clarenda Stanley



Luca Quirini



Rachel Kulchin

The Good Farmer Awards

Launched in 2024 by Davines Group with the Foundation for Sustainable Development, it is the first Italian award dedicated to **farmers under 35**, promoting **regenerative organic practices**.

81 applications in the 2025 Italian edition: two farmers awarded €10,000 each in December 2025.

US edition launched in 2025 with Rodale Institute: over 90 applications, one winner awarded.

Winners are involved as **EROC ambassadors**.

Kilometro Verde Parma



2015 — the idea: a tree-lined corridor along the 11 km of the A1 motorway crossing Parma.

Davines' role — the project was born from a group including Davide Bollati, President of Davines Group. We are a founding member of the Consortium.

2020 — the KilometroVerdeParma Forestry Consortium is formally set up, today chaired by Maria Paola Chiesi.

Today — a reforestation project on a territorial scale: permanent woods and green areas across Parma and its province.



Kilometro Verde Parma

133 members of the Consortium:
companies, institutions, associations and
citizens.

100,000+ trees and shrubs planted

90 hectares of reforested area through
public and private projects.

5,000+ CO₂ stored

Thank you

