

THE DAVINES GROUP BECOMES AN HONOREE “BEST FOR THE ENVIRONMENT” FOR THE SECOND YEAR IN A ROW

The way of doing business in an ethical and sustainable way has become even stronger since the Davines Group joined the B Corp global network in 2016. The expression “B Corp” defines the companies that have chosen to redefine their business model by shifting away from an exclusive focus on profit in order to concentrate on the objective of creating a positive impact on people, the environment and their communities. B Corp companies, present in more than 60 countries worldwide, are “activists” that reach the highest verified standards in the world in terms of social, environmental and economic performance.



Also in 2019 the Davines Group has become an honoree on the prestigious “Best for Environment” list for its virtuous ability to create a positive impact on the environment. The recognition resulted from a detailed assessment of company performances by B Lab - the certifying body in charge of the “B Impact Assessment”, the assessment protocol that, through a set of specific indicators, measures the social, environmental and economic impact generated by the companies that aim at getting the B Corp Certificate.

The “Best for The World” honoree is given to the companies that achieve the best scores in specific areas of the B Impact Assessment (BIA), in each country in the world: environment, governance, customers, community, employees.

To become an honoree on the “Best For Environment” list, companies scored in the top 10% of all the 2,900 Certified B Corps on the Environment category . In Italy, 22 B Corporations have achieved this result and the Davines Group with its brands Davines, Comfort Zone and Skin Regimen has become an honoree for the second year in a row (2018 and 2019).

The “Environment” section of the “B Impact Assessment” protocol evaluates a company’s environmental performance through its materials, emissions, and resource and energy use. Companies answer questions about their transportation and distribution channels and the environmental impact of their supply chain. The “B Impact Assessment” also measures whether a company’s products or services are designed and developed to solve an environmental issue, including products that aid in the provision of renewable energy, promote land and wildlife conservation, prevent toxic and hazardous substance or pollution, or educate and consult to solve environmental problems. The commendable scores obtained by 10% of the best companies in the “Best For Environment” section has set a very high behavioural standard with regards to what companies worldwide can do for the environment.

At a time when the discontent with the health of the planet is growing, there is an urgent need for companies like Davines to redefine the world business scenario following a business model that is capable of generating a positive impact. Since consumers, stakeholders and investors show a growing need to deal with companies that are transparent and consistent with their values, it is necessary for companies to be not only the best in the world, but rather the best for the world.

The Davines Group:

Davines S.p.A. is an Italian group dedicated to the cosmetic professional sector with headquarters in Parma. The company founded by the Bollati family started its business in 1983 as a research laboratory specialised in the manufacture of top quality products for hair and skincare for small operators and internationally known cosmetic companies. The Davines brand, dedicated to the professional haircare market, was launched in 1993. 1996 saw the launch of the [comfort zone] brand, which operates in the professional skincare market (spa, wellness and beauty centres). Formulation and production processes take place entirely in the in-house laboratories.

Both brands are specialised in the creation of high quality products manufactured with a spirit of craftsmanship and scientifically developed through cutting-edge cosmetic technologies. Products and projects are created with meticulous attention to detail. Its international drive, the excellence typical of Made-in-Italy products, the focus on quality and respect for people and the environment are among the company's distinguishing values.

Today the Davines Group is present in over 90 countries and in addition to its headquarters in Parma has branches in New York, London, Paris, Mexico City, Deventer (The Netherlands), and Hong Kong. In 2016 it became a certified B Corporation, a company that uses business to generate a positive impact on people and on the environment.

B Corp

B Corp companies are "activists" that reach the highest verified standards in the world in terms of social, environmental and economic performance. This movement, present in 60 countries, uses business as positive leverage for generating a positive impact on society and promoting a new business and economic paradigm that can generate lasting and widespread prosperity. The tools to measure the environmental and social impact of B Corps are currently used by more than 70,000 companies.

B Lab

B Lab is a nonprofit organization founded in 2006 that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the Best for the World. B Lab drives this systemic change by: 1) building a global community of Certified B Corporations to make a clear distinction between "Good Companies" and "good marketing";

2) introducing specific legislation on Benefit Corporations to give entrepreneurs the freedom to create value both for stakeholders and for shareholders;

3) supporting companies that are willing to measure, compare and improve their social and environmental impacts by using the B Impact Assessment (BIA);

4) orienting capital investments through the B Analytics platform and the GIIRS rating standard.

For further information:

www.davines.com www.comfortzone.it

www.bcorporation.eu/italy

