

davines



2 WAYS TO GET STARTED WITH DAVINES

To protect the integrity of the Davines brand and to ensure the success of a Davines Salon, PSC and Davines have created 2 ways to get started with the brand as well as some guidelines to follow.

Option #1

Starting **with** any of these Color Families?



A New Colour
72 Shades



Mask with Vibrachrom
64 Shades



View
64 Shades



The Present Time
48 Shades

+

Pick a minimum of 2 of these Retail Families:



Essential Haircare



Naturaltech



More Inside



OI Absolute Beauty

Option #2

Starting **without** any of the Color Families?
Pick a minimum of 3 of these Retail Families:



Essential Haircare



Naturaltech



More Inside



OI Absolute Beauty

Add-Ons



Color Play



A New Colour
12 Shades



Mask with Vibrachrom
14 Shades



View
16 Shades



The Present Time
16 Shades



Finest Pigments



Century of Light



Alchemic



Heart of Glass



Naturaltech Tailoring



Authentic



The Circle Chronicles



Liquid Spell



Pasta & Love



A New Colour
Vibrant Color



Care & Style Minis

Guidelines

The salon agrees to continue to represent the family in full. By representing the complete line it ensures that the salon is keeping up with the integrity of the Davines brand.

The salon agrees to be educated on the Davines brand. PSC offers in-salon training as well as training at our Space location. Color education must take place prior to the salon using the color.

Salon agrees to a minimum of \$2,000 in Davines purchases on a quarterly basis. This also allows you to participate in the Sustainable Beauty Partner Program; a program through which Davines acknowledges their valued partners in their commitment to their brand and values. Every dollar you spend on Davines products will accrue points that may be spent on a variety of items to help you grow your business, including back bar, styling station products, merchandising materials and education.

a.) Minimum of \$500 per family on a quarterly basis

Sampling Davines for Personal Use

In the conscious effort to honor Davines' and PSC's guidelines and to allow Hairdressers the opportunity to sample Davines for personal use, we have extended the benefit of purchasing Davines with the following guidelines:

1. Maximum of \$300 total per month (excluding colorspace).
 - a.) No more than 2 of the same products may be purchased at one time per month
 - b.) There is no limit on colorspace purchases
2. Products are not to be purchased with the intent to resell, and are for personal use only