

davines



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



PSC

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



Beautiful Things



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.

To maintain Davines Salon status, the salon agrees to a minimum of \$2,000 in Davines purchases quarterly. This also allows you to participate in the Sustainable Beauty Partner Program. The SBP Program is a distinctive initiative designed to recognize and support valued partners in appreciation of their ongoing commitment to the Davines brand and ethos. Through the program, you earn points for every dollar spent on Davines products. These points can be redeemed for a variety of items to help grow your business.

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

b.) Salon agrees to represent Beautiful Things and Naturaltech Tailoring to be considered Exclusive Concept. Please see the SBP Brochure for more details.

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