

CHAPTER III - NEW! PROFESSIONAL EXCLUSIVE
2L* REFILL POUCHES IN SHAMPOO & CONDITIONER

SHAMPOO
SALON COST:
\$85.50

CONDITIONER
SALON COST:
\$90.00



MORE SUSTAINABLE & COST
EFFECTIVE

20% COST SAVINGS**

76% PLASTIC SAVINGS**

**VS. 2 ONE-LITER BOTTLES

2l Shampoo & Conditioner
Families include:
LOVE CURL, LOVE SMOOTH
MINU, MOMO, NOUNOU

FORMAT	SIZE	SALON COST/ML
RETAIL	250 ML	\$0.08 USD
REFILL POUCH	500 ML	\$0.06 USD
LITER	1000 ML	\$0.05 USD
2 LITER POUCH*	2000 ML	\$0.04 USD



*Not For Retail Sale.
For Professional Use Only.



NATURALTECH™

NATURE + MAN + TECHNOLOGY

ENERGIZING OVERNIGHT SERUM



davines
FOR A GOOD LIFE

INTRODUCING NEW ENERGIZING OVERNIGHT SERUM

A night-active serum that helps reduce hair thinning and supports fuller, stronger hair by resyncing the follicle's natural rhythm.

INSPIRED BY CHRONOBIOLOGY

the technology works in sync with the body's natural rhythms to promote optimal hair health.

*Night after night, hair rediscovers its natural rhythm.
Wake up to a renewed scalp and visibly stronger,
fuller-looking hair*

ACTIVE INGREDIENTS NEW ENERGIZING OVERNIGHT SERUM

- 95,7% NATURAL-ORIGIN INGREDIENTS*
- 98,8% BIODEGRADABILITY**
- NO SILICONES***
- Fragrance Notes:
 - **TOP NOTES:** Mandarin, Lemon, Eucalyptus, Mint
 - **HEART NOTES:** Juniper, Cypress, Clove, Cinnamon, Black Pepper, Ginger
 - **BOTTOM NOTES:** Cedarwood, Patchouli, Sandalwood



50% LESS HAIR FALL
FROM BRUSHING

3X MORE VISIBLY
FULLER LOOKING HAIR

3X LESS HAIR
BREAKAGE

HELPS FIGHT THE
SIGNS OF SCALP
AGING

NIGHT FORTIFIER

Biotech active from microalgae (Spirulina Maxima & Chlorella) that helps rebalance the scalp's circadian rhythm and protect it from oxidative stress overnight.



LEMON BALM

From regenerative organic agriculture and cultivated at the EROC Center, Parma). Rich in rosmarinic acid, helps protect the scalp from oxidative stress.



HAIR ENERGY COMPLEX

Green Tea Extract + Vitamin B3. Helps rebalance scalp hydration and provide antioxidant protection at the root.



INTRODUCING NEW ENERGIZING OVERNIGHT SERUM

EFFICACY RESULTS NEW ENERGIZING OVERNIGHT SERUM



DAY 0

DAY 56

DAY 84

- ✓ 3X more effective in reducing hair fall¹
- ✓ 3X more effective for visibly fuller-looking hair ²
- ✓ 3X more effective in reducing hair breakage²
- ✓ Helps to fight the signs of scalp ageing³
- ✓ 97% noticed immediate hair hydration⁴
- ✓ 95% agree hair feels stronger and more resilient⁵
- ✓ 100% product satisfaction ⁵
- ✓ Highly appreciated fragrance⁵
- ✓ Leaves hair light and weightless⁵



MSRP
\$66

STRENGTHENS
HAIR FIBER

SUPPORTS
SCALP CONDITION

REBALANCES
SCALP CIRCADIAN RHYTHM



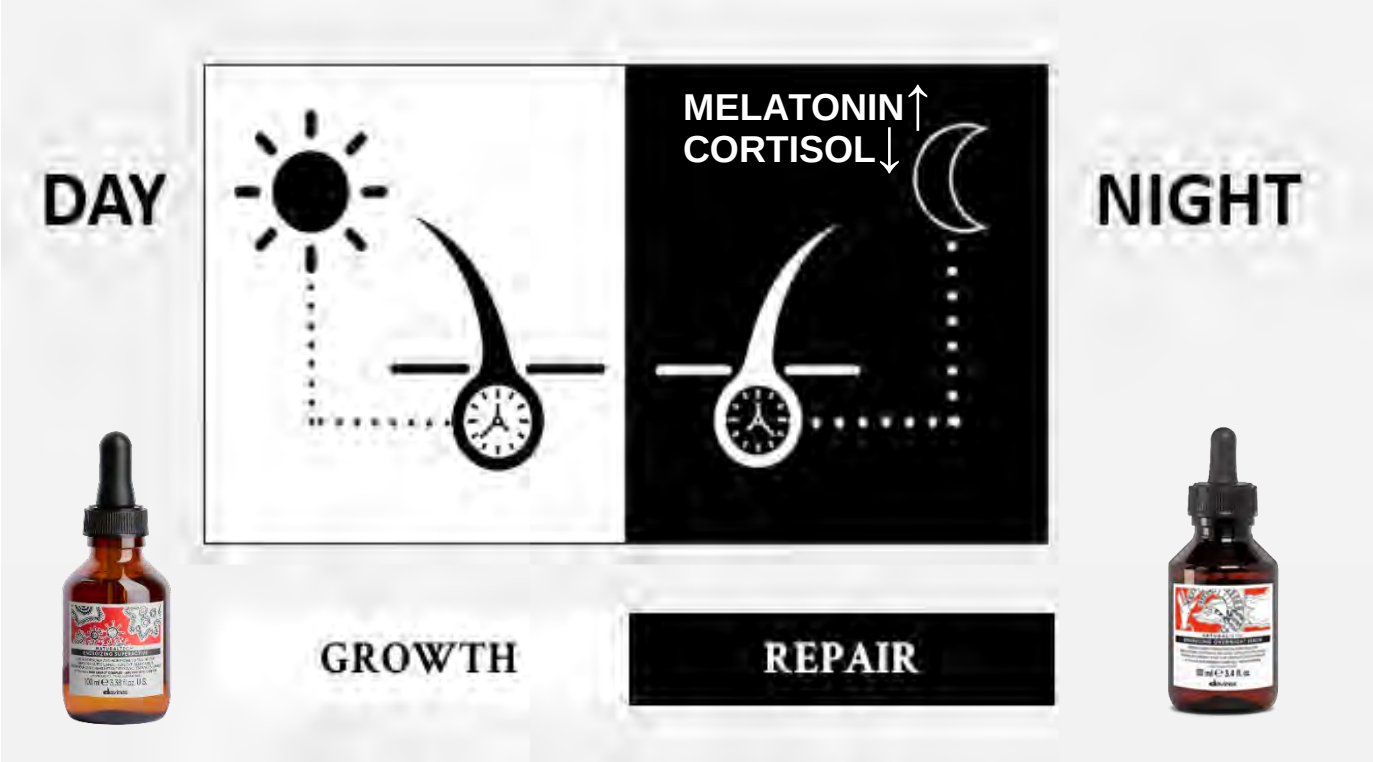
 Certified B Corporation

¹ Independent laboratory, instrumental test, reduction in hair loss due to breakage from brushing after using Energizing Shampoo and Overnight Serum for 8 weeks, vs. placebo.
² Independent laboratory, clinical evaluation, using Energizing Shampoo and Overnight Serum vs. placebo for 8 weeks.
³ Independent laboratory, instrumental test and clinical evaluation after 8 weeks, assessing skin elasticity, hydration, barrier function, and sebum levels.
⁴ Consumer test, self-assessment, 35 people worldwide using Energizing Overnight Serum.
⁵ Independent laboratory, self-assessment, 20 people, 12 weeks using Energizing Shampoo and Overnight Serum.



INTRODUCING NEW ENERGIZING OVERNIGHT SERUM

THE SCIENTIFIC CONCEPT: CHRONOBIOLOGY OF THE CIRCADIAN RHYTHM



NATURALTECH ENERGIZING
SEASONAL OR ANYTIME
SUPERACTIVE

NATURALTECH ENERGIZING
OVERNIGHT SERUM

DAY | Protection mode
Higher cortisol supports
defense against external
stressors such as UV
exposure, pollution and
oxidative stress

NIGHT | Repair mode
Lower cortisol and
physiological melatonin
support cellular renewal
and recovery from
daytime damage

Healthy hair growth depends on daytime
protection and nighttime repair.

INTRODUCING NEW ENERGIZING OVERNIGHT SERUM

LAUNCH PROMO

PURCHASE

NEW! NATURALTECH OVERNIGHT SERUM	100 ML	3
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Salon Investment: \$99.00
Salon Value: \$137.00
Salon Savings: 27%



Suggested In Salon Retail Offer:
Purchase any three retail size products, receive a complimentary Scalp Massager Gua Sha

RECEIVE COMPLIMENTARY

NEW! SCALP MASSAGER GUA SHA GIFT WITH PURPOSE	N/A	3
DOUBLE-SIDED RETAIL SIGNAGE	N/A	1
OVERNIGHT SERUM PRODUCT GLORIFIER	N/A	1
OVERNIGHT SERUM LEAFLET	12 PCS	1
OVERNIGHT SERUM PRESCRIPTION CARD	1 PC	1



GUA SHA SCALP & FACE MASSAGER

LIMITED-EDITION GIFT WITH PURPOSE

FEATURES & BENEFITS:

- Crafted from regenerative, sustainably sourced wood
- Made in Italy
- Designed for both scalp and facial use
- Stimulates the scalp, supports lymphatic drainage, and helps strengthen hair at the root



Gua Sha Scalp Massager
GWP Value:
\$24

NATURALTECH MINI SIZES ARE BACK!

YOU ASKED, AND WE ANSWERED!
Naturaltech mini sizes, available for open stock purchase!

Naturaltech Travel Minis	Size	Salon Price	MSRP
Shampoo	100ml	\$8.50	\$17.00
Conditioner	60ml	\$9.00	\$18.00
Mask	60ml	\$9.50	\$19.00

NOURISHING

NOURISHING SHAMPOO 100ML
NOURISHING VEGETARIAN
MIRACLE CONDITIONER 60ML
NOURISHING VEGETARIAN
MIRACLE MASK 60ML
NOURISHING HAIR
BUILDING PAK 60ML

REPLUMPING

REPLUMPING SHAMPOO
100ML
REPLUMPING
CONDITONER 60ML

ENERGIZING

ENERGIZING SHAMPOO 100ML

RENEWING

RENEWING SHAMPOO 100ML
RENEWING CONDITIONING
TREATMENT 60ML

WELLBEING

WELLBEING SHAMPOO 100ML
WELLBEING CONDITIONER
60ML

CALMING

CALMING SHAMPOO 100ML

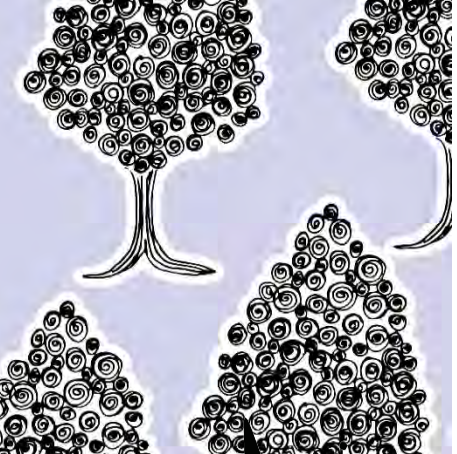
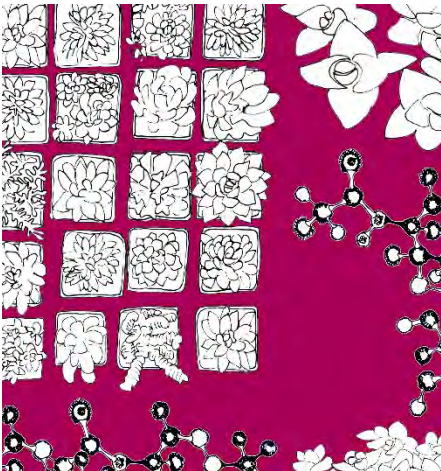
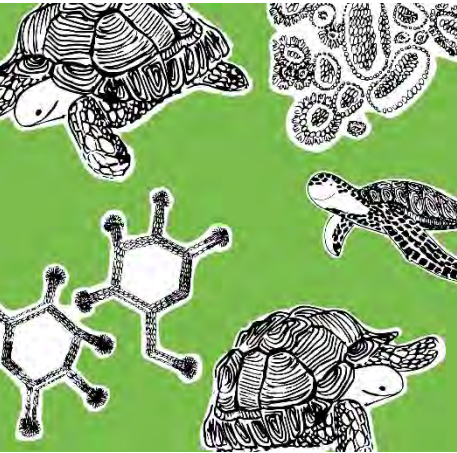
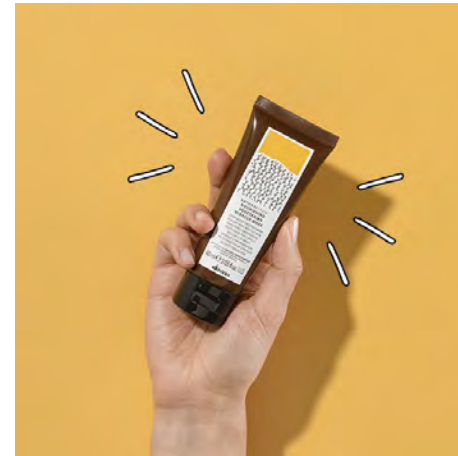
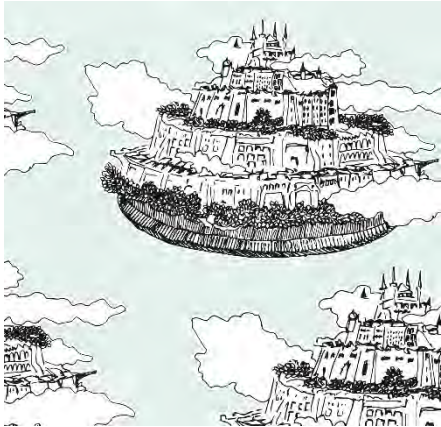
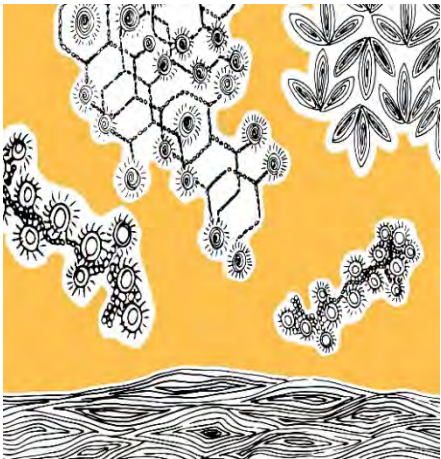
REBALANCING

REBALANCING SHAMPOO
100ML

DETOXIFYING

DETOXIFYING SCRUB SHAMPOO
100ML

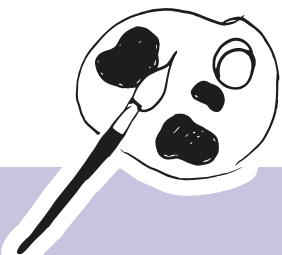
NOURISHING – Nourishing, revitalizing, and reconstructive for the well-being of scalp and dry, brittle, and damaged hair.
REPLUMPING – Replumping and elasticizing for all hair types
ENERGIZING – Stimulating for scalp and fragile hair prone to falling out and for prevention against various types of alopecia
RENEWING – Providing preventative anti-aging benefits for all scalp and hair types.
WELLBEING – Moisturizing, protective, and toning for all hair types.
CALMING – Soothing and calming for sensitized scalp
REBALANCING – Rebalancing against excessive sebum production
DETOXIFYING – Revitalizing, regenerating, and detoxifying for a scalp lacking in tone and hair stressed by environmental factors



TONING WITH VIEW

one redemption per order

Versatile, demi-permanent acidic color system



LARGE PROMOTION

PURCHASE

CHOICE OF VIEW NUANCES	60 ml	48
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RECEIVE COMPLIMENTARY

10 VOLUME ACTIVATOR	1000 ML	3
NOURISHING KERATIN SEALER STICKERED	100 ML	2
NOURISHING HAIR BUILDING PAK STICKERED	250 ML	1
COLOUR BOWL	N/A	1
BRUSH SIZE L	N/A	1
TONING WITH VIEW SERVICES BOOKLET	N/A	1

Salon Investment: \$336.00
Salon Value: \$447.50
Salon Savings: 24%



SMALL PROMOTION

PURCHASE

CHOICE OF VIEW NUANCES	60 ml	16
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RECEIVE COMPLIMENTARY

10 VOLUME ACTIVATOR	1000 ML	1
VIEW APPLICATOR BOTTLE	N/A	1
TONING WITH VIEW SERVICES BOOKLET	N/A	1

Salon Investment: \$112.00
Salon Value: \$133.00
Salon Savings: 15%



DISCOVER ALL COLOUR ASSETS ON DAVINESPRO

Lean more about VIEW, our
demi-permanent acidic line



One=Stop shop for all
Davines Pro Resources!

