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

Important 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:

a. Maximum of $300 in Davines purchases per month
b. Maximum of 2 of the same products can be purchased at the same time
c. Products are for *PERSONAL USE* only and are not to be purchased with the intent to resell

These *PERSONAL USE* guidelines do not apply to Davines Color.