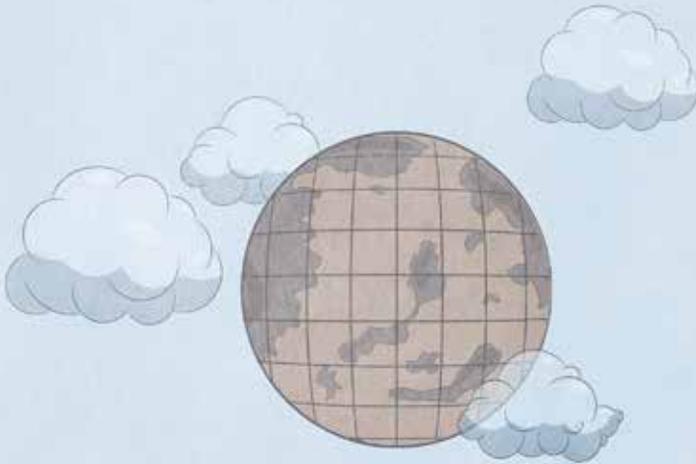


presented by beauty partners Davines and [comfort zone]

ETHICAL ATLAS

creating shared values



creating shared values

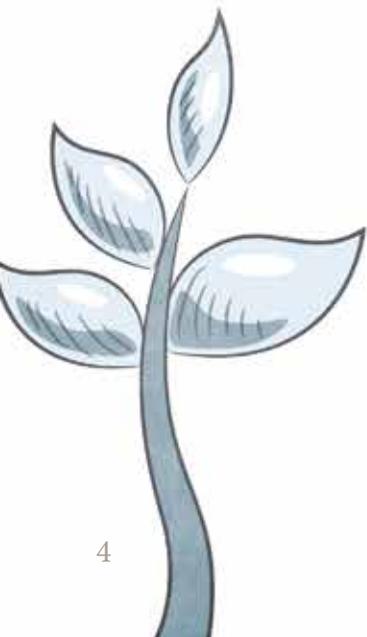




why

One of the reasons I am so attached to Davines' Carta Etica ten years after it was written is because of its timelessness. Now more than ever, I find it to be an extraordinarily powerful presence day after day in my life. The Ethical Atlas shines even more light on the character of the Davines and [comfort zone] communities, our vision of the world and our everyday mission. Our biggest ideal is to continuously work to improve ourselves as individuals, society as a whole and the planet we live on, dreaming up and planning a better, more fair and more sustainable future simply through the work we do with our hands, our way of thinking and our hearts. I believe that the Ethical Atlas can be a valuable traveling companion for each and every one of us, and I would like to thank all of those who have made it possible over the years. I would also like to wish those who are just beginning a good start and offer encouragement to those who are already on the path that started with the Carta Etica. Happy reading and rereading!

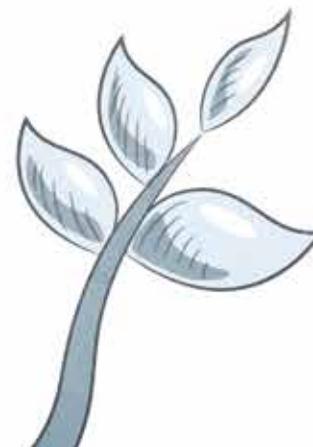
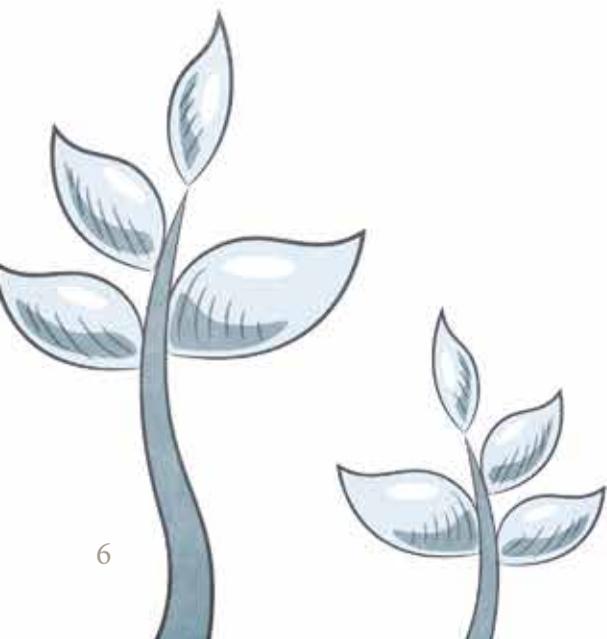
*Davide Bollati
Chairman
Davines S.p.A.*



The Ethical Atlas has its roots in the work carried out by the company with its Carta Etica. Although the aim of the Carta Etica was to describe the work environment in which company staff wish to find themselves, we had always hoped that it could also have echoes in the quality of our products and services, as well as in our client relations. And so it was, to the point that we noted an increasingly high aspiration among our clients to adopt a model corresponding to that of our Carta Etica for their own lives.

This is why we embarked upon a search to discover the treasury of values present in the salons and spas that choose to work with our company, the goal being to identify common features, both practical and aspirational, and then share them. We started from the conviction that the material that hairstylists and aestheticians work with is not simply hair or bodies but instead, the even greater material of people. People, who choose to dedicate attention to themselves, who 'wear' their hair, their bodies, who see themselves in their hair and bodies, and who wish to express themselves through them. The result of our exploration is the Ethical Atlas, a document that, emanating collectively from hairstylists and aestheticians, provides opportunity for reflection and inspiration for both themselves and their colleagues. It is a project with the added value of framing activities and one's work with a vision of how the role of the hairstylist and the aesthetician can be interpreted in today's society in order to improve it, enhance its aims, guide consequential actions and aid the development of the practitioners themselves. For the company, the Ethical Atlas is instead a further opportunity for circulating our way of seeing our work. In other words, an opportunity for helping us to live better and more worthy lives, for realizing ourselves, for raising ourselves up and celebrating ourselves and the people around us, with a sense of responsibility. We hope to find a host of travelling companions along this road.

*Paolo Braguzzi
CEO & Managing Director
Davines S.p.A.*



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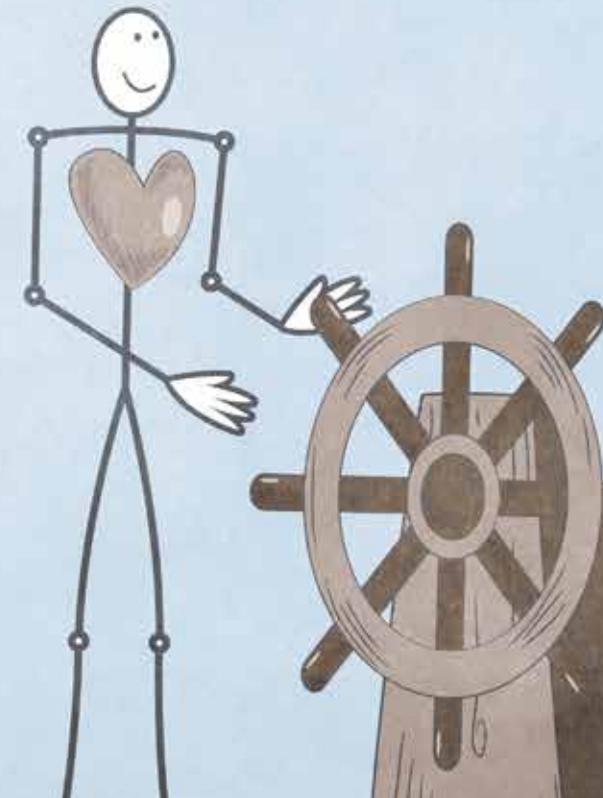
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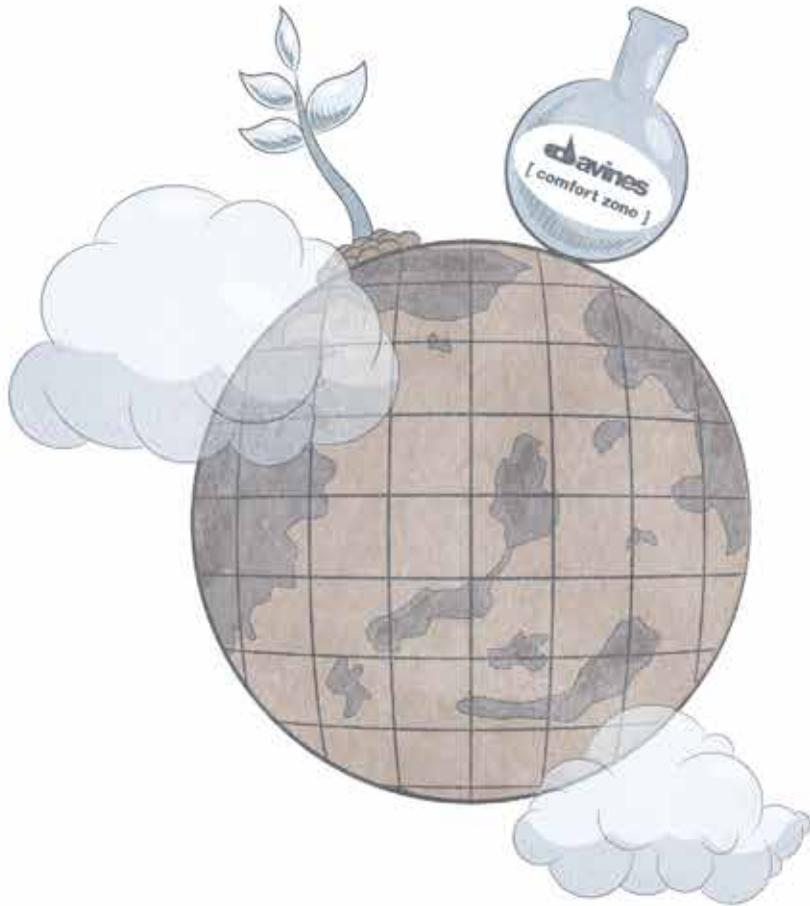
*Sincerity
Depth
Entrepreneurial spirit
Inspiration
Nourishment
Responsibility
Complementarity
Osmosis
Connectivity*

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Ethical Beauty



why was it created and what does it include?



The Ethical Atlas is based on the experience of hairstylists and aestheticians who have elected to collaborate with Davines and [comfort zone] and the testimony of the people they work with.

It contains reflections, ideas and proposals drawn from the contributions of those who have participated in the ethics initiatives promoted by Davines and by [comfort zone].

The Ethical Atlas aims to map the ethical world of the partners of Davines and [comfort zone].

It proposes conceptual coordinates for formulating a personal ethics project and hopes to offer ideas for how to put such projects into practice.

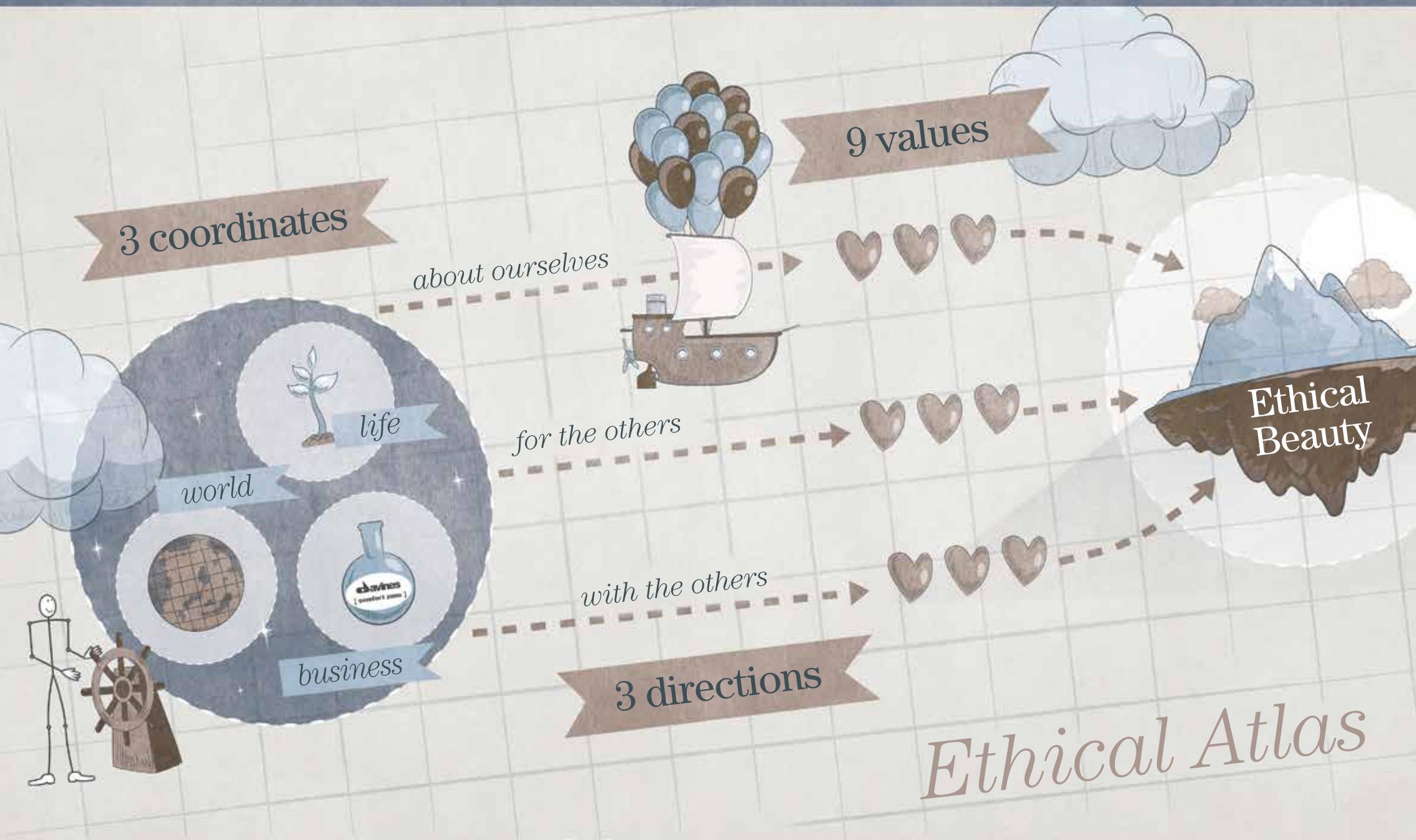
The Ethical Atlas is divided into 4 parts:

Ethical Coordinates

Ethical Directions

Our values

Synthesis value



3 coordinates

9 values

about ourselves

for the others

with the others

3 directions

Ethical
Beauty

Ethical Atlas

3 coordinates



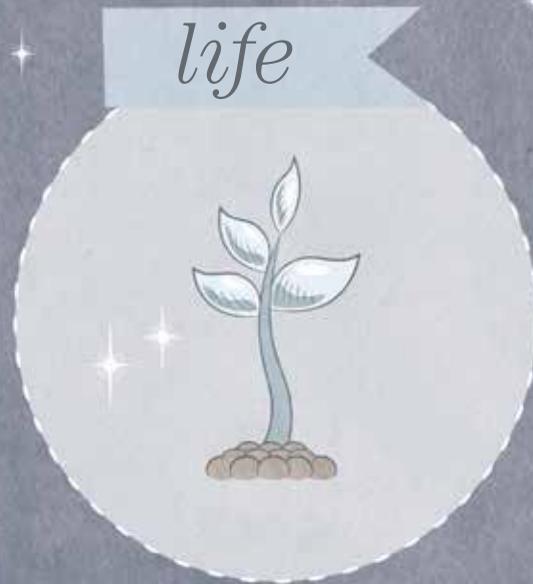
rooting
flourishing
health



identity
glocal
doing good



on a human scale
sustainable
improvement

**Take root**

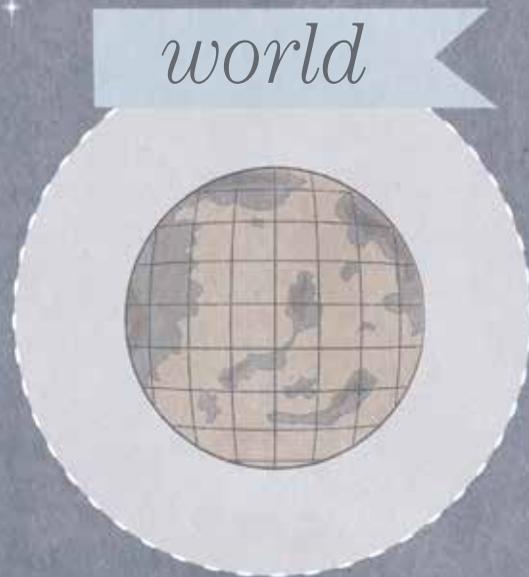
For us, talking about ethics means asking ourselves what permits us to root our lives in something that we hold to be good and true. Through our work, we do not settle for passively living just any kind of life; instead we actively strive to live well, forming the right relationships with ourselves, others and the world.

Flourish

We believe that life asks each one of us to bring ourselves to completion according to our potential and capabilities. We believe that being happy is possible, that it has to do with blooming, with developing one's own ideas, feelings and passions.

Be healthy

We look for inner and outer balance and harmony, in the body, the mind and the spirit. We consider exterior and interior beauty to be inseparable.

***Respect identities***

We make the most of the areas where we work, respecting their soul. We energise our work, filling it with our existence. We breathe life into our services and products, recognising their provenance, history and development.

Be glocal

We interpret global trends but keep our distance from standardising approaches and aims. We are attentive to the dynamics of the planetary interconnection of events and phenomena, but we reject anonymity, be it relational, value and cultural.

Doing good and living well

Excellence, good taste, doing good and living well are universal values that we appreciate and that, harmoniously integrated, drive our work.

business***Business on a human scale***

We want to bring together economic value and personal flourishing, business profit and the well being of individuals and the collective.

Sustainable business

We consider sustainability to be a value that, entering into the core business of companies, defines their model. We aim for the joint development of the various human, social and environmental ecologies that business involves.

Business that makes the world a better place

We pursue policies and operational practices that improve competitiveness while simultaneously improving social conditions in the communities where we work.

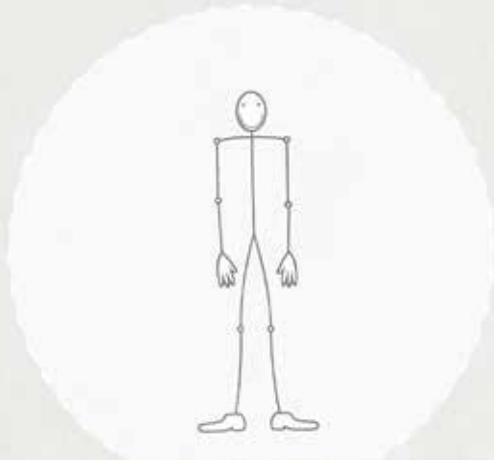
We build reciprocally enriching relationships with the social contexts and natural environments where our business is carried out.

3 directions



2.1

we work on ourselves



*about
ourselves*

Putting life into what we do

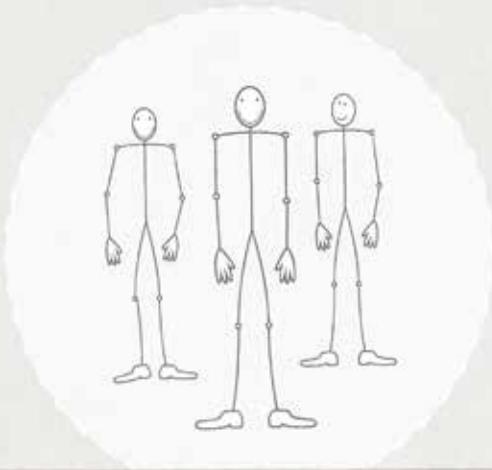
We seek quality of life in our work. We pay attention to the kind of people we become while we are working. We want to improve our humanity; we strive to make our hearts and minds flourish.

We feel our work is tied to our existence.

Through work, we share what we are and what we want to be.

We are part of what we create, we fill what we do with our passion.

We draw energy and nourishment from what we do.



for the others

Cultivating and protecting life, wherever we find it

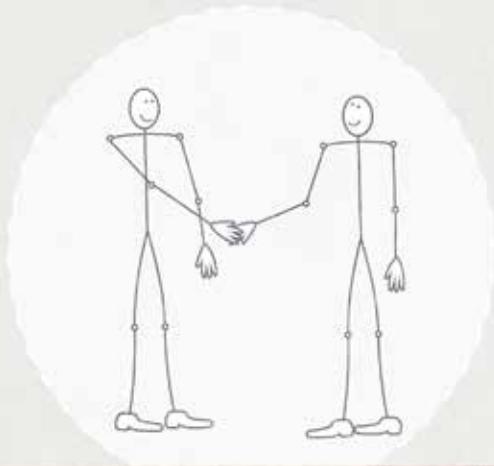
We help people and things to open up, to give themselves the shape, meaning and therefore the significance that can make them feel fully realised.

We feel in a certain sense responsible for the people we work with. We contribute to limiting imperfections and providing incentives for growth.

We want to do something important that, whether directly or indirectly, contributes to making the world a better place... improving people's lives, improving the environment.

2.3

we work with others



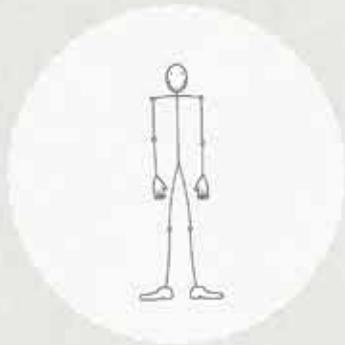
with the others

Working where people and things meet and transform each other

We are convinced that living means forming real, long-lasting relationships with the people around us. We feel that we are citizens of the world, without prejudices, barriers or mental walls.

We work with sensitivity. We sniff which way the wind is blowing, we prick up our antennae, we thrive on contact.

9 values



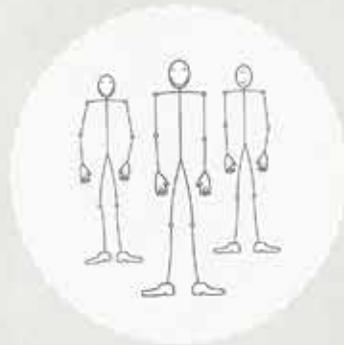
sincerity



profound insight



enterprising spirit



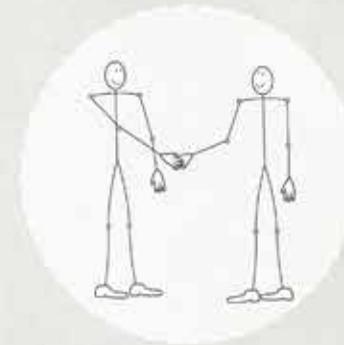
inspiration



nourishment



responsibility



complementarity

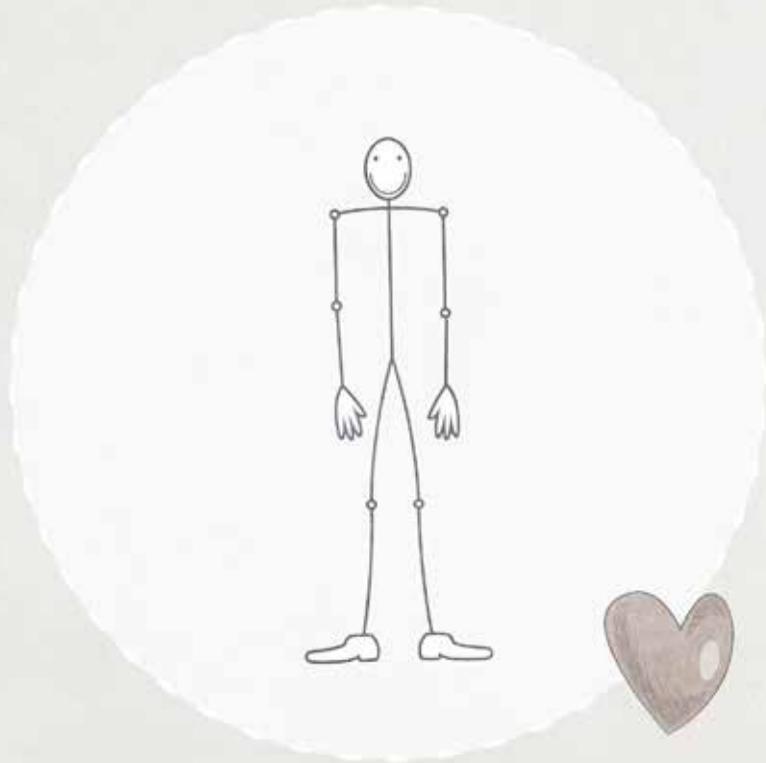


assimilation



connectivity

sincerity



We are crystal clear

A 'sincere' person is authentic, has no falseness or masks, and keeps their promises with honesty. Sincerity is about clarity, integrity and spontaneity. Where can you practice sincerity? In one's daily work.

"We do not play a part, we want to be real and credible, not just winners, doing business by going beyond simple business."

"What we promise our clients is what really happens."

We put our souls into it - We give our hearts

The word 'heart' needs to be freed from its sentimental rhetoric. We need to give back its meanings of vital element (the beating heart of a system), of depth where the essence of things resides (the heart of a matter). This heart is what distinguishes authentic work and represents its added value.

"We are 'leading forces': we bring life to our work, we are enlivened by our work."

"We work on surfaces, but to make a difference deep down, to get to the heart of things."

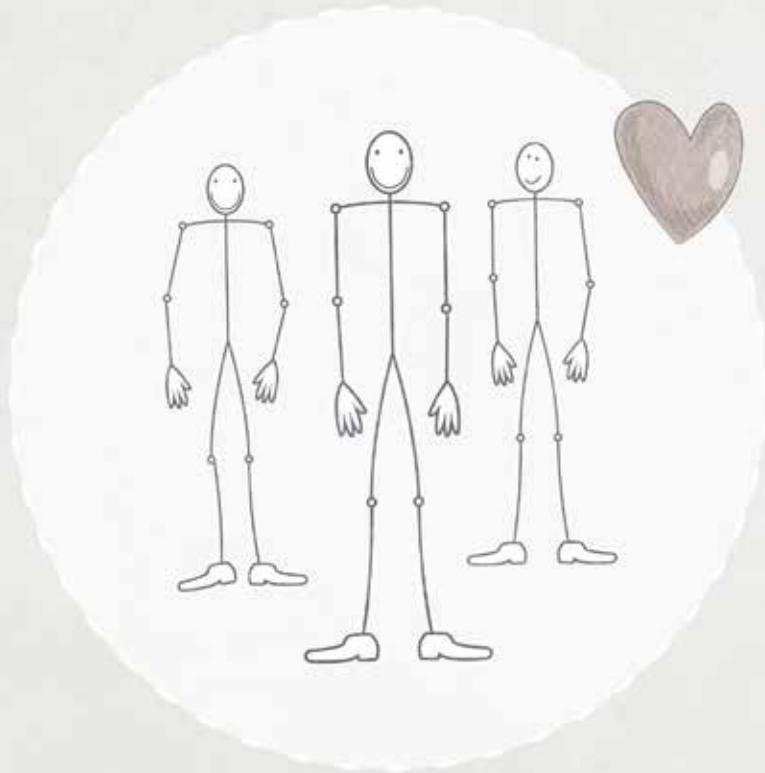
"We think it is right to say that we do our work because we like it, because it is good for us, because it really 'nourishes' us."

We explore possibilities

Courage is reserving a margin of freedom from the constraints of a past that weighs us down, from a self-satisfied present, from a future with no prospects. It is leaving room for research and projects, the children of aspirations and ideals. It is permitting the eruption of innovation and the unexpected.

"We seek out new directions, we travel unbeaten paths."

"The uncertainty and complexity of our lives requires us to plan very carefully while at the same time being ready to do the opposite..."



We imagine world

Generativity is a compelling psychoanalytical term that has to do with generosity, brilliance, parenting. It concerns everything that creates life, adds to the world, spurs and inspires new things. Generating is getting involved first-hand, so that something worthwhile can come to be.

“Through our work, we bear witness to a life model, we share it, we want to be a reference point.”

“We dare to imagine new things, we challenge ourselves with the new, we generate engagement.”

We support growth

Every living system tends to pass from a condition of order and organisation to a state of disorder and dispersion. Unless someone intervenes with their own work to bring back energy, to fight disorder, to put a bit of life back into it all. Caring means reawakening life, nourishing it, offering to accompany people and things along their path of growth.

“Being patient, giving people time to dedicate to themselves, supporting their choices...”

“The Company helps us to get oriented and accompanies us along our chosen paths.”

“Through my work, I shape myself and I create beauty.”

We place value on the identities of others

Being responsible for others' happiness. In what way? Recognising the uniqueness of the people around us. Making sure not to standardise them to a type, a role, a function. Recognising the right of the people we work with to express their ideas and feelings. Supporting independent thinking and a critical spirit.

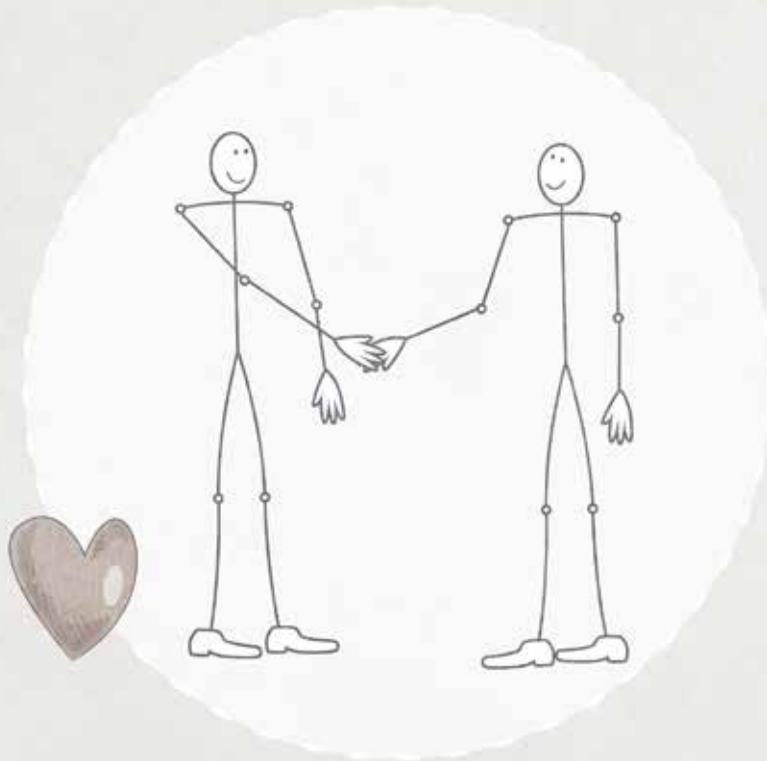
Recognising the value and importance of everyone, both the people we work with and our clients. Valuing them and making them feel like important people.

“I involve and engage, I stimulate everyone's contribution. “

“I do not impose, but rather orient, make the most of ...”

“We respect and protect diversity in people, environments and life stages.”

complementarity



We complement one another

A humble person is willing to change. He or she does not rule out anything theoretically. He or she sees others as people to be welcomed and heard, from whom to receive everything that can complete his or her own being. The origin of the word consideration means 'attentive observation of the stars' (Latin sidera). Therefore, those who consult the stars naturally put their own steps in tune with the path of the stars. From this comes the current meaning of 'consider': to observe someone with respect, to perceive what he or she has to give or offer.

"Do not be blinded by your own certainties, question yourself each day in the world of creative beauty..."

"We feel that we need others, we welcome and we listen to weak signals, even ones that come from far away or from below."

"We have relationships with clients not only for making a profit but for reciprocal learning and growing."

We love influences

A boundary is a simple line of demarcation that imposes a separation. On this side of the boundary, one belongs to a particular dimension; on the other side one enters a different reality.

The frontier is instead a middle ground, a place of exchange between two realities. The frontier has the function of making things happen within it. It is a buffer space for bringing people and things together, permitting them to come together to generate new things.

“Creating strange connections, imagining uncommon relationships...”

“The cultural mix is important for understanding what is going on around us, for enriching ourselves and evolving.”

“What matters is the coming together of all the small solutions from each and everyone.”

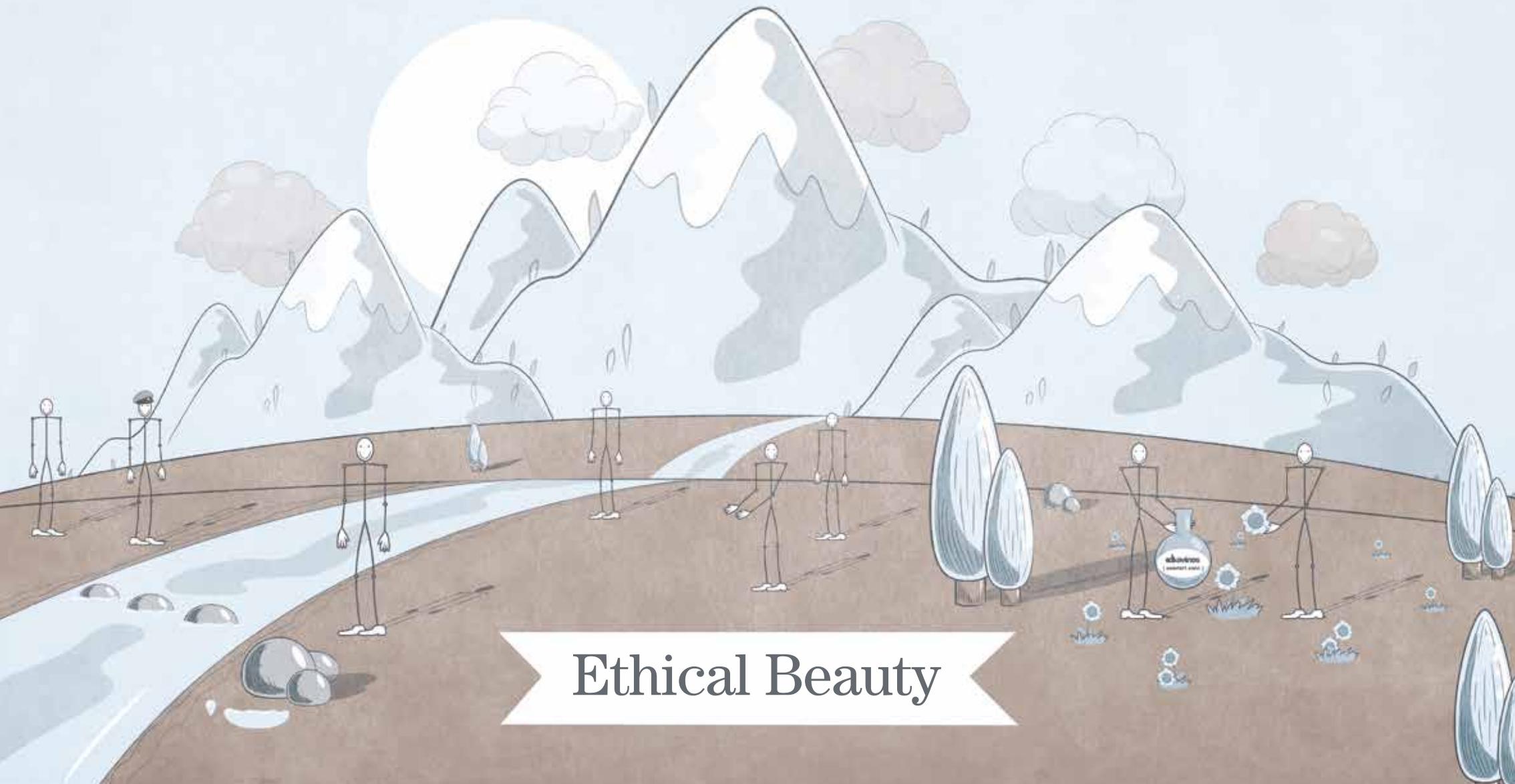
We create networks

Staying connected means never feeling completely absorbed by the situation and condition we find ourselves in. Preserving for our hearts and minds margins for the fresh and new, openings where new ideas, different projects, renewed wonder can be slipped in. Being open to others, whether they are our colleagues or our clients, as if they were an opportunity and not an obstacle.

“Being open to finding the opportunities hidden within situations...”

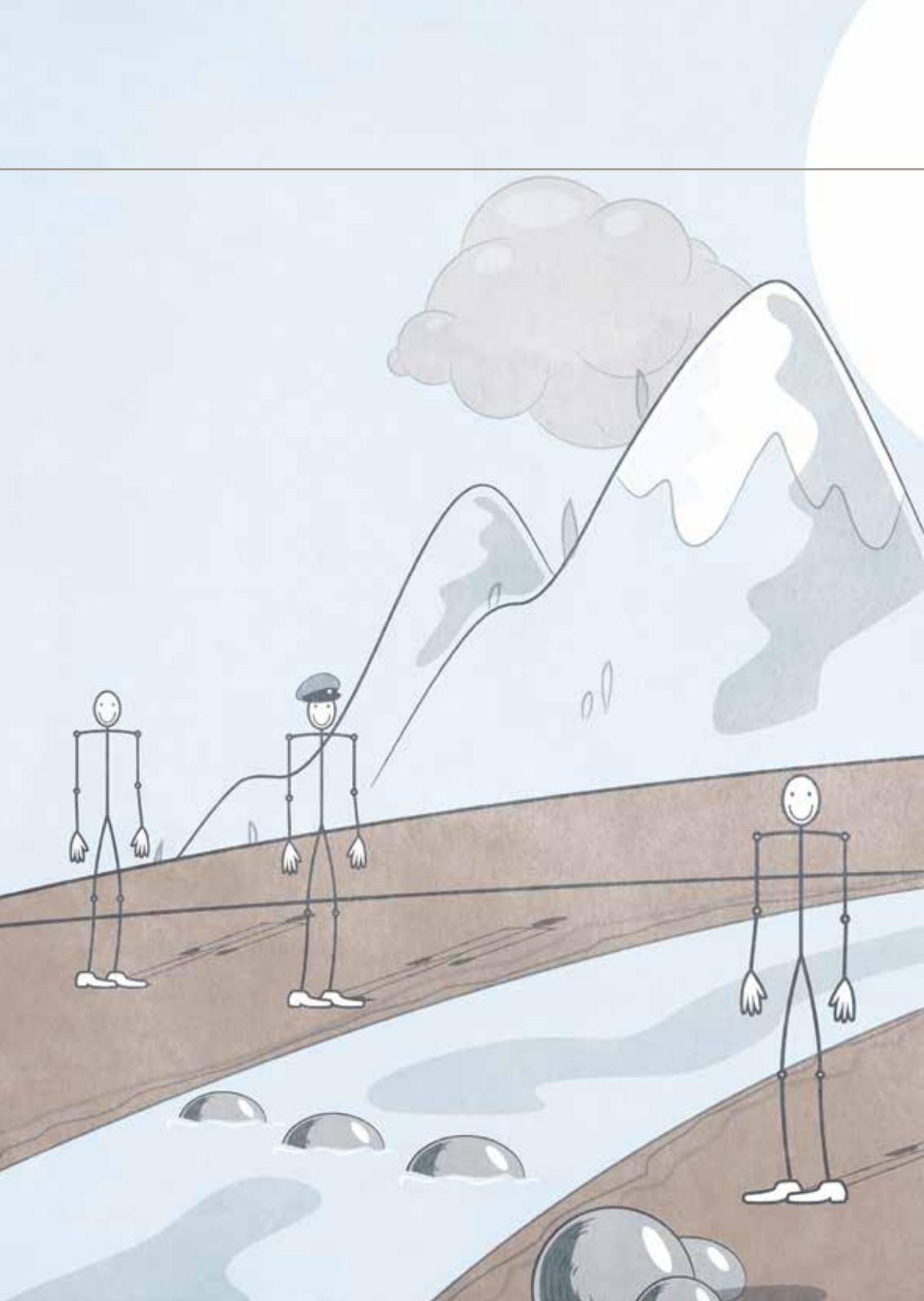
“Receptivity permits exemplary reactivity.”

“The secret is making our colleagues and clients into partners...”



Ethical Beauty

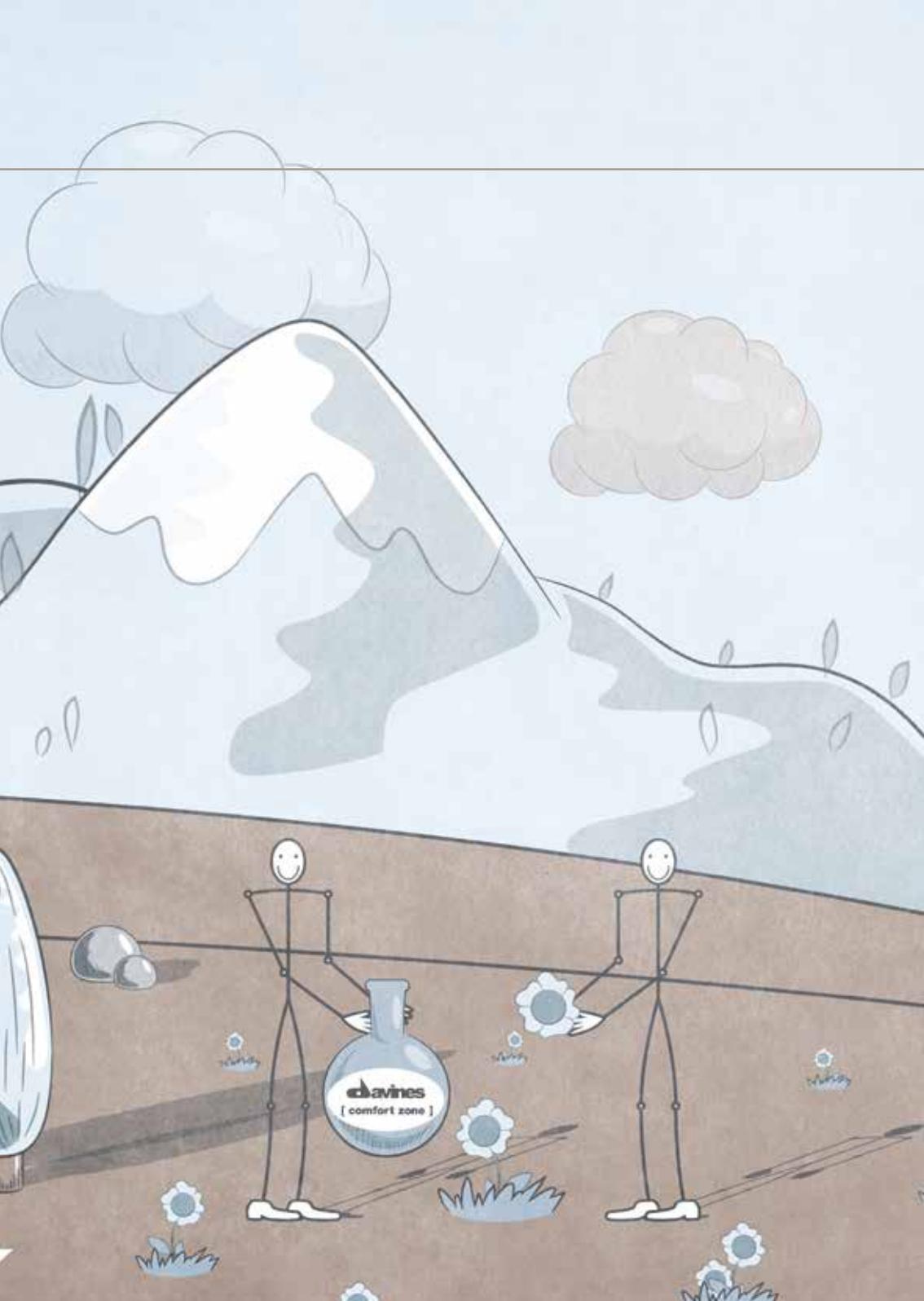
ethical beauty



What emerges from the relationship between our different values is the beauty of our work, which is simply the manifestation of our constant search for perfect balance.

We build and promote ethical beauty, we place our productive work in the service of greater harmony for the human being within him- or herself, with nature and with the community.

ethical beauty



We stick together

What kind of beauty are we talking about? A beauty where the ethical dimension is manifested in the aesthetic sphere and vice versa. Where content speaks through form, and form expresses content. Rooted in the depths of what we are, but reflected in surfaces, in our way of appearing. A beauty that shows the link between the values that drive us and the gestures that express them.

"Our beauty is one that speaks of the harmony between principles and everyday conduct."

"We reconcile apparent opposites: doing and being, practicality and pleasure, art and science, ethics and aesthetics."

"The right balance: a constant search."





davines
SUSTAINABLE BEAUTY

[comfort zone]

SKIN SCIENCE SOUL

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