



REGULATION OF THE "I SUSTAIN BEATY" CAMPAIGN

The Company: **DAVINES S.P.A.**
with Headquarters in: **Parma – Via Ravasini 9/a**
Tax ID: **00692360340**
VAT Code: **00692360340**
activity code:

NAME OF THE CAMPAIGN: "I Sustain Beauty"

PROMOTER: Davines S.p.A.

GEOGRAPHICAL AREA: The Italian territory, the territories of the European Union and all non-EU countries.

ADDRESSEES: The event is addressed to all people of age hairdressers and aestheticians partner of Davines and [comfort zone] and all people of age members of the Davines community and f [comfort zone] Italian community on official brand social media pages, with a valid email address. Employers, partner and distributors of the Davines SpA group can participate but they can't be considered for the selection of the prize related to the recognition of the merit. Participation to the event is free of charge and all the persons joining it will have to bear the cost of the connection to the internet, according to their agreed rates, as well as all costs related to the activities supporting the event and the project designed to join the "I Sustain Beauty" initiative. Excluded from this event are all residents natural and legal of the following countries, or every subject that directly or not directly may have interest on these countries: Cuba, Iran, North Korea, Sudan and Syria.

THEME AND SUBJECT OF THE EVENT: Developing and promoting projects related to the themes promoted by the promoter Davines s.p.a., such as beauty in its widest sense. Therefore, beauty not only meaning "taking care of oneself", but also taking care of the environment, production processes, human beings, and thus linked to wider concrete themes that can be used by the same Davines s.p.a. as part of its communication plan relating to the brand and corporate vision, as well as more directly related to specific marketing communication projects supporting official online channels of the brand as a further contribution to the above values. For example: dedicated sections in "news" on the website, concepts and images to enhance social media contents.

DURATION: Participation period: from 17/01/2016 to 30/10/2016 (the latter is to be considered as an indicative date depending on the outcome of the initiative). The online voting period, do not constitute a criteria of winning for the more worthwhile project, but exclusive manifestation of personal liking, will begin on 17/01/2016 and end on 30/10/2016 (see article 2 below for additional information).

ARTICLE 1 - PRINCIPLES AND GENERAL PURPOSE

Davines s.p.a. is the first Italian company in the sector of professional haircare and cosmetics to have designed and promoted for years an integrated approach to beauty,



health and longevity through the setting up of an internal scientific committee that, through multi-channel and multi-sectoral skills, has designed and developed the Skin Regimen® product line that prevents and slows down the main processes causing ageing through a complete dietary and cosmetic program. Furthermore, it has always focused on environmental sustainability in developing its lines, manufactured using renewable energy and certified paper for the development of its communication materials, and it is actively collaborating with Lifegate® to offset the CO2 generated by the packaging of its best selling lines through reforestation projects in various parts of the world.

In the context of this commercial proposal Davines s.p.a. has decided to promote an initiative, in the form of an open event to who is willing to join it by presenting projects dedicated to beauty in its widest sense. These projects may be used by the promoter in its communication activities and corporate vision, as well as more directly related to specific marketing communication projects supporting official online channels of the brand as a further contribution to the above values. For example: dedicated sections in "news" on the website, concepts and images to enhance social media contents.

ARTICLE 2 - SUBJECT MATTER AND SCOPE OF THE REGULATION. PARTICIPATION PROCEDURE

The participants in the initiative promoted by the Davines s.p.a. company will develop a project related to the theme of beauty of which they will be the protagonists in the interest of the community.

This initiative has the purpose of involving a broad public in the study and implementation of projects on this specific theme. A dedicated jury will choose the best project and design in defining the best result of beauty that will better reflect one or more of the following three categories. The jury will be composed by 2 internal members of Davines SpA, and 4 external members with direct evidence to the world of beauty.

- **Artistic Beauty**

Development of projects and creative realization of artistic, commercial and marketing studies that have a specific scope and purpose, and produce results only in terms of visible beauty aimed at improving physical, artistic and cultural spaces. This category includes the creation and improvement of private or public things or places for the purpose of decoration, improvement of the liveability and beauty of private or public street furniture. This category includes the creation, restoration, recovery of works of art, local masterpieces and talents relating exclusively to art and culture. All the while assuring compliance with local regulations and the required qualifications and the necessary administrative and law, if necessary .

- **Social Beauty**

Development of projects and creative realization of artistic, commercial and marketing studies that have a specific scope and purpose, and produce results only in terms of visible beauty aimed at improving interpersonal and community relations and the social sphere. This category also includes social responsibility initiatives aimed at improving the appearance of persons or groups of persons.

- **Environmental Beauty**



Development of projects and creative realization of artistic, commercial and marketing studies that have a specific scope and purpose, and produce results only in terms of visible beauty aimed at improving and enhancing the environment, creating and/or improving the private or public landscape (green areas/gardens/spaces left wild or in decay).

We will be accepted projects during construction, made partially or not yet definitive as long as there are documents proving the actual realization. They will not accept projects submitted without any material support or proof of actual future realization.

Therefore, the reward will not go to the quality of the photo or video, but to the beauty of the concrete result expressed through the photo or video. Furthermore projects from employees, partners and distributors team Davines SpA They will be classified as " good examples " outside the three categories mentioned above; remaining visible on the site isustainbeauty.com not take part in the selection for the evaluation of the most worthy project.

Between 17/01/2016 and 30/10/216 the participants in the "I Sustain Beauty" initiative promoted by Davines s.p.a. will register and accept the terms and conditions on the privacy policy on the page of the site www.isustainbeauty.com, then load 2 photo or a video showing the result of beauty that they designed and created directly and personally, completing them with a description exclusively in English explaining and giving details on the project / initiative. It will not be possible to change the content of the project once it has been sent. The projects sent with a description in languages other than English will not be taken into consideration. Alternatively the material (image or video and short description in English) can be sent to the e-mail address isustainbeauty@davines.it . Registration is personal therefore it will not be possible for groups of persons. Registration involves the loading of a single project. If you want to enter several projects, you will need a registration for each one of the projects.

The shots and videos must be unpublished, authentic and not covered by copyright. Sending the material concerning the project / initiative, each participant represents that the photos, texts and videos published do not breach any intellectual property rights, privacy or any other third party rights, and will automatically take on the relevant liability. Sending the material the participants declare that the information contained therein is true. Each participant, joining the initiative, represents and assures that the material sent for the initiative is an original product and that it was designed and developed in a legitimate manner, through texts, data, images, information collected and used in compliance with the regulations in force, that the material does not infringe any intellectual property right or any other third party right, and that there is no third party right that may in some way limit or hinder the dissemination or publication via any media by Davines s.p.a. or by subjects entrusted by the latter.

All images, texts and videos that will be considered offensive and harmful of public dignity and of the image of Davines Spa or of third parties will be automatically excluded from the event and removed from the dedicated online page without any warning and notice. Furthermore, all the materials loaded in an unsuitable or incorrect way, or differently from the operating instructions described above will not be taken into consideration by Davines s.p.a. .

From 17/01/2016 preference can be expressed to the contributions loaded on the above mentioned online page. The expression of preference "Like" do not constitute criteria of



winning of the most worthy project but exclusive manifestation of personal liking. On 30/10/2016 at 4.00 PM (Italian time) the competition will be closed. From 30/10/2016 at 4.00 PM you can still upload but free from any kind of assessment by the jury of the company sponsoring the initiative. Between 30/10/2016 and 30/11/2016, the jury will view and evaluate the entries. The project that is determined to be the most representative of the I sustain beauty concept will be celebrated. This celebration has only the character of performance corresponding and represents the recognition of personal merit in relation to the specific initiative and the proposed project within the aforementioned event and will be evaluated for possible future use within the activities of brand communication and brand products Davines. All the members of the jury are excluded from participation.

The company promoting the initiative assumes no responsibility for any technical errors that may occur in the completion of the online publication procedures and no refund will be granted. Advertising that, in any form, may be performed for the purpose of communicating the event, shall be consistent with the principles and objectives of the same and this regulation.

Art. 3 - ASSESSMENT OF PROJECTS AND RECOGNITION OF PERSONAL MERIT

As part of this initiative and pursuant to this regulation with regards to the operating procedures and established terms referred to in article 2) above, the technical jury will, as established in article 2) above, assess the artistic, commercial and marketing projects related to the specific requests of the initiative, as well as potentially usable by the promoting company in the context of its communication activities. The decisions of the jury are final and irrevocable. The evaluation of the projects will be done following these criteria:

- Expression of visible beauty
- Coherence with Davines and [comfort zone] values
- Collective interest

Within such projects, the promoting company, as specified in this regulation, will give visibility to the projects, and at the most worthy project will be awarded as the only performance corresponding and the only recognition of personal merit with regards to the specific initiative and project proposed by the participant.

- the most worthy project selected by the jury will receive support for the project that will consist of:
materials or tools coherent and with direct bearing on the type of project proposed.
The maximum indicative and total value of the payment in kind is EUR 10,000 (tenthousandzerozero).

The Jury will nominate also 3 special mention (one for each category: artistic beauty, social beauty, environmental beauty) to who will not be awarded with any prize but a thank you plaque for the distinctiveness and commitment to the project.

Art. 4 - ASSESSMENT RESULTS AND DELIVERY OF THE MERIT RECOGNITION

The awarded participant selected by the jury of the promoting company Davines s.p.a. will be announced after the 1/12/2016 on all Davines online channels (www.davines.com/it, www.facebook.com/davineshairecare, www.facebook.com/davinesofficial, www.isustainbeauty.com, and www.twitter.com/davinesofficial).



Davines Spa will give visibility to the best projects through its official website, the social channels and, where possible, through its press agencies around the world to give visibility via free articles (not prepaid spaces) on printed and online press, as well as blogs.

If the subject awarded will be unable to collect the prize at our office or our subsidiaries, the prize will be sent free of charge to the winner's residence by courier, not later than 90 days from the date of announcement of the winner of this initiative "I Sustain Beauty".

The 3 thank you plaque related to the special mention will be shipped for free at the contact address by courier, within 90 days from the proclamation date.

If contact information is inaccurate and cannot be identified, the correspondent payment in kind of these awards will be donated to Art kalliste Onlus (<http://www.kallistearte.org/index.html>).

Art. 5 – AVAILABILITY OF REGULATION

A full copy of the regulation will be available on the website www.isustainbeauty.com, and at the headquarters of the promoter of the initiative.

The Davines s.p.a. company reserves the right to change, even partially and at any time, the participation procedures in this event, giving adequate notice, while safeguarding the rights already acquired by the participants.

Art. 6 – ACCEPTANCE OF REGULATION

Participation in the event involves implicit and full acceptance of all the clauses of this regulation. The Davines s.p.a. company is exempt from any responsibility on the images published by the participants.

In the context of the specific purpose of this event, the Davines s.p.a. company will have the right to use the images as well as the videos of the participants according to the procedures and in the areas considered more adequate and appropriate by the promoting company, including the communication and promotion activities of the event in subsequent editions, the publication of a catalogue and/or publication on the website. All the above shall apply without the participants being entitled to receive and/or claim any consideration for any reason whatsoever, not even, by way of example, the refund of the expenses and costs incurred by the participants (or by third parties having relations with the participants) for the development of the study and executive project being any claim of the participants satisfied with the opportunity to participate in this event as well as with the visibility, if any, obtained in the context of the communication and use of the contents and studies of the specific project.

Art. 7 - INFORMATION TO DATA SUBJECT PURSUANT TO LEGISLATIVE DECREE NO. 196/2003

In accordance with the provisions of article 10 of law 675/96, "Protection of persons and other subjects regarding the processing of their personal data" as amended with Legislative Decree No. 196 of 30 June 2003, the personal data provided by the participants in the event (such as the nickname used for this purpose) will be used for the exchanges of information relating to the event itself. The participants will be entitled to access their data and supplement, correct, delete, etc. granted by art. 13 of the above mentioned law to the controller of data processing. Providing data is mandatory for the



purpose of participation in the event. Failure to provide, the partial or incorrect provision of the mandatory personal data, required for the performance of the service, makes participation impossible. Furthermore, pursuant to art. 7 of Legislative Decree 196/2003, the data subject is entitled to update, change, delete its data at any time by sending a request to the following e-mail address: isustainbeauty@davines.it.

Art. 8 - DISPUTES: Any dispute on this regulation and this prize competition shall fall exclusively under the jurisdiction of the Law Courts of Parma.

CONTACTS

For further information:

- by phone at + 39 0521965611 Monday to Friday from 9:00 AM to 6:00 PM (UTC +2 Timezone)
- by email at isustainbeauty@davines.it

Parma (Italy), 4th December 2015

DAVINES S.P.A.