

THE CIRCLE CHRONICLES

Customizable hair mask ‘must-haves’ to suit your mane mood

Modern life travels at 1,000 miles an hour. We are city dwellers, we work hard, we love culture, we are active in sport and fitness, we have busy social lives, we have families...

What if there were a hair beauty routine offering customizable solutions to fit in with your personal lifestyle, according to your own needs? Now there is... Introducing The Davines Circle Chronicles, a line of scalp and hair masks designed to keep up with the rhythm of your life and your impromptu hair and scalp needs.

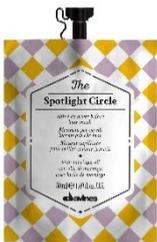
The Spotlight Circle, The Wake Up Circle, The Renaissance Circle, The Quick Fix Circle and The Purity Circle make up The Circle Chronicles line. Five new masks, different in formula, action, fragrance and colour, all have a common denominator: an immediate cosmetic performance that works with your lifestyle requirements.

Each mask is unique and dedicated to a specific hair and/or scalp issue. However, sometimes we have different needs at the same time. Much as we may need to hydrate one part of our face but mattify, brighten or nourish other parts of our complexion. Our hair too may have different needs; we might want to detoxify our scalp, but protect the ends, or maybe moisturise the length and re-energize the scalp. The Davines Circle Chronicles line offers a quick and efficient multi-masking treatment by applying different masks to address different hair needs, but with the setting time of a single mask.

Formulated in the Davines laboratories with high percentages of natural origin ingredients, such as clays, charcoal and vegetable oils, they are created using 100% renewable energy sources. Silicone-free and without parabens, they contain no artificial colour, the natural origin active ingredients present in each mask are the only source of colour in the formulation.

Super stylish, practical and original packaging is extremely convenient for travelling, the gym or a weekend in the country. Slim line enough to fit in a pocket because they were designed for single-use, for the needs of the moment, choosing each time what is perfect for our hair. The packaging is CO2 neutral, the carbon dioxide used to produce it is offset with projects of reforestation and protection of forests.

The Line Up:

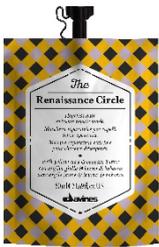


The Spotlight Circle: For glam evenings, special occasions or when you want to get the most out of your hair's beauty; to shine in the true sense of the word you may need The Spotlight Circle! A creamy white coloured mask created to bring extra shine and instant brightness to the hair, enhancing the natural or cosmetic colour. With an excellent conditioning effect, it moisturises the hair without weighing it down. Formulated with Moringa oil, rich in fatty acids, vitamins and proteins that help to enhance hair shine while providing in-depth nourishment. A suggestion? It is awesome for dull and opaque hair. Glamorous!

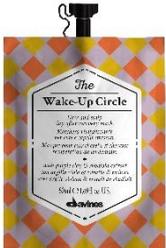


The Quick Fix Circle: Are you rushing around from appointment to appointment, satisfied and happy with your full schedule but short on time to get ready for your final appointment of the day? If you still have the stamina and the desire, but are short on time and need to be "ready to go out again in a few seconds without sacrificing your hair style, then The Quick Fix Circle is your saviour. With just 3 minutes setting time this delivers express moisturization and soft and shining hair fast. Complete with a detangling effect. Enriched with hyaluronic acid with intense hydration power and 100% natural red clay, rich in iron - which gives it an ochre colour - to remove hair impurities. Beauty on the go!





The Renaissance Circle: If your hair is paying the price for a hectic lifestyle, outdoor living with exposure to the elements, a victim of regular lengths in the swimming pool... Or if you use your hair as a means to express the various facets of your personality and you plead guilty to changing your hair colour too frequently, or of indulging in excessive use of hot irons and straighteners, your remedy and new found hope for your brittle and damaged hair is The Renaissance Circle. The solution to “revive” your hair. With highly nutritious Babassu butter that also works as a detangler to restore softness, silkiness and body, also yellow clay rich in copper and iron to re-densify the hair structure making it look healthier and stronger. For Mission Impossible situations!



The Wake-Up Circle: Sometimes a break is needed. After an intense period, a long trip, or a stressful time, we feel the need to stop, to recharge the batteries. Sometimes we are overwhelmed and forget to take care of ourselves, with the end result of waking up one day and not liking what we see in the mirror. To get back our vitality we need something rejuvenating and energizing: The Wake Up Circle. A violet coloured mask for scalp and hair stressed by “life”, this mask brings tone, volume and helps to regain lost balance. With Rhodiola extract and violet clay, rich in kaolin and aluminium with rebalancing and anti-toxin properties. To get back on the straight and narrow!



Finally, **The Purity Circle;** When we need to unplug ourselves from frantic daily life for a real detoxing moment. A time to cleanse the body and mind, as well as the scalp and hair. We pay more attention to our body, we eat more healthily and we extend this healthy routine also to beauty. Why not the hair? A purifying mask is what we need to remove scalp impurities caused by atmospheric pollution, especially in the winter or in cities and towns particularly polluted by fine particles and heavy metals. The Purity Circle is enriched with matcha tea, a very well known super food with polyphenols that fight free radicals and 100% natural eco-certified bamboo charcoal with adsorbing properties, which give the product its characteristic black colour. Detoxified and happy! (*For multi-masking tips please see next page*)

Available at Liberty and Davines salons from end November 2017, price £8.00, 50ml

For further press information, samples & imagery please contact Chalk PR

Rowley Weeks or Erica Quaglia - Tel: 020 7622 5560 or Email: rowley@chalkpr.co.uk / erica@chalkpr.co.uk

Editor’s Notes

Davines is a family-owned, international professional haircare brand distributed in more than 80 countries globally and guided by the principle of sustainable beauty. Salons and stockists include Ena, Blue Tit, Taylor Taylor, Daniel Galvin, Liberty and NET-A-PORTER. Founded in Parma, Italy in 1983 by the Bollati family, Davines Group started as a research laboratory, producing high-end haircare products for renowned cosmetic companies worldwide. After a decade of honing its expertise, Davines haircare was launched in 1993 and in 1996 Comfort Zone skincare was launched for premier spas. The brand now has headquarters in Parma, New York, Paris, London, Mexico City and Deventer (Holland). Davines is recognised for its creativity and prides itself on offering premium service and a diverse range of in salon and retail products and services. Angelo Seminara, four times winner of ‘British Hairdresser of the Year’, is Davines’ Artistic Director and is responsible for creating seasonal collections, while Paul Muñoz has recently been appointed as Davines’ International Creative Colour Ambassador. Paul collaborated with Trevor Sorbie and his Artistic Team on shows and seminars for many years. It was during this time that Paul began assisting Angelo on shoots for magazine covers. Paul works in synergy with Angelo to craft colour looks and techniques that reflect the heart of the brand.



DAVINES spa
Via Ravasini 9/A
Parma - Italy
www.davines.com

THE CIRCLE CHRONICLES - TIPS FOR USE

Multi-masking

Offer an innovative and exciting experience in your salon.

- Just like the face, the hair and scalp have zones with different needs.
- Multi-masking is the combination of different hair masks on the three main areas; scalp, lengths and ends.
- Address several specific hair and scalp needs in one session.

Shine on ◆

Purify the scalp and release the shine within.



- The Purity Circle on scalp
- The Spotlight Circle on lengths
- The Renaissance Circle on ends

Relax ◆

Revitalize your hair and scalp with energy and shine after a stressful day.



- The Wake-Up Circle on scalp and lengths
- The Spotlight Circle on ends

New Life ◆

Repair your hair and restore energy, shine and hydration.



- The Wake-Up Circle on scalp
- The Renaissance Circle on lengths
- The Quick Fix Circle on ends

Detox ◆

Remove pollution from hair and scalp to clarify and hydrate.



- The Purity Circle on scalp and lengths
- The Quick Fix Circle on ends

Mono-masking

The Quick Fix ◆

Express hydration when in a hurry.

The Spotlight ◆

Extraordinary shine as never before.

The Renaissance ◆

Extreme repair for hopeless hair.

The Wake-Up ◆

New energy and volume post-stress.

The Purity ◆

Deep detoxification from pollution.

