

Beauty and Personal Care -Brazil

## <mark>Ju</mark>ne 2013

## Haircare - Brazil

"Brazilian consumers in general take haircare very seriously, as it is directly linked to self-confidence and self-esteem. In this landscape, where haircare is linked to self-confidence, and time is scarce for professional, multitasking women, the trend of "salon-quality" products is emerging, giving haircare products a professional appeal—but at affordable prices—to ...