

**January 2014**

### Color Cosmetics - Brazil

“With the population rapidly aging, growth opportunities for color cosmetics products lie in creating products with additional benefits aimed to the more mature consumer. There is also great potential for online shopping to be explored by traditional retail and direct sale brands in order to maximize brand exposure and product ...

### Facial Skincare - Brazil

“In order to widen consumers’ repertoire of facial skincare products, companies need to encourage them to incorporate products with new functions to their facial skincare routine. Promoting a more complete use of the category can increase usage in some more niche segments.”