

## June 2016

### Color Cosmetics - Brazil

"The color cosmetics category is unique when it comes to shopping experience: at the same time that consumers seek a sensorial experimentation of the products, they have increasingly moved towards mobile apps and virtual platforms in order to learn new makeup techniques and how to use a wide range of ...

## April 2016

### Haircare - Brazil

"The market for shampoos and conditioners as well as hairstyling products will continue to face difficulties to grow because of the current economic recession in Brazil. Developing products with new ingredients (such as coconut oil) and taking advantage of certain opportunities ('bomb shampoo', for example) are essential to thrive in ...