

July 2017

Color Cosmetics - Brazil

“The Brazilian consumers seem to be more aware of the color cosmetics they use. Products with sun protection, hypoallergenic, and not tested on animals are well regarded when shopping. In addition, they have been demanding attractive colors and finishing, as well as special promotions and experimentation of the product, at ...

May 2017

Haircare - Brazil

“The natural hair trend does not seem to be significant among Brazilians. The hairstyle most often used is still straight: many of the people interviewed agree with that. Hair that falls out a lot, hair without shine, and hair with a lot of volume are some of the problems mentioned ...

April 2017

Vitamins and Supplements - Brazil

“Vitamin, mineral, and supplement brands can benefit from reminding consumers of how, despite their best efforts, they may be falling short with nutrition, but can turn to these products for a solution.

Blurring with food and drink as well as using healthy and natural ingredients in product formulations can also ...