

### April 2022

#### Personal Hygiene Habits - Brazil

"The past year has been marked by new challenges, such as the water and energy crises, and the aggravation of existing problems, such as menstrual poverty. In a context of socioeconomic difficulties, Brazilians have tried to find ways to save money but have kept assiduous hygiene habits, with a significant ...

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#### Young Beauty Consumers - Brazil

"In a context where young consumers have been particularly affected by the worsening of the socio-economic crisis, beauty brands find a consumer who is more conservative in terms of spending but who also seeks solutions that celebrate their individuality and reflect their moral values. The issues of inclusion, representation and ...