

### September 2014

#### Men's Toiletries - Brazil

“Brazilian men have learned how to reconcile a busy lifestyle with the shopping routine for cosmetics. The time pressures of modern life do not prevent them from shopping for toiletries, often on their own. In reality, they have just the opposite effect. He no longer asks her to buy his ...

### July 2014

#### Deodorants - Brazil

“For Brazilians, deodorants are a personal care ‘staple’ with most people using it more than once a day. Despite its almost universal use, the market continues to show a significant growth, driven mainly by the consumer’s desire for higher value-added products. Innovations such as non-staining formulations, technology that provides superior ...