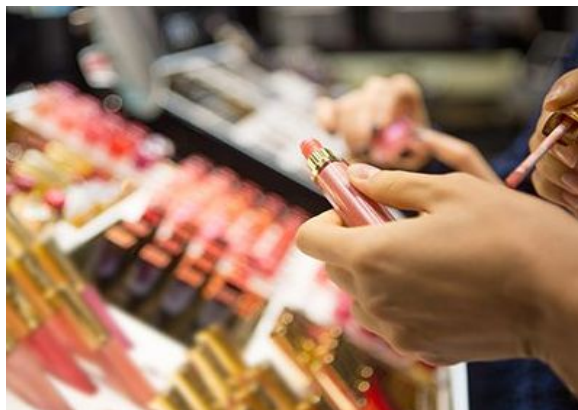


Color Cosmetics - Brazil - June 2017

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“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.”

Juliana Martins, Beauty and Personal Care Analyst

This report looks at the following areas:

- How to add new claims to makeup and nail polish products
- How to innovate with micellar waters that remove makeup

Definition

This Report examines the usage of makeup (face, lips, and eyes) and nail color by women in Brazil. The market data considers sales across all channels, including direct sales to consumers and selected retail stores.

The consumer research includes the following products, divided into four categories:

- **Face makeup:** eg blushes, foundation
- **Eyes makeup:** eg mascara, liner
- **Lips makeup:** eg lipstick, gloss
- **Nail:** nail polish and varnish

The following products are excluded from this Report: Nail varnish remover, medicated products including lip salves, and cosmetics hardware.

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