

Clean beauty - Brazil - 2022

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This report looks at the following areas:

- How Brazilian consumers define clean beauty
- What are the most relevant product categories for the clean movement in the beauty and personal care segments
- Important factors for defining ethical and sustainable beauty and personal care products and brands
- Adoption of ethical and sustainable behaviors in beauty and personal care routines
- Barriers and motivations for buying products labeled clean
- Brazilian consumers' attitudes toward clean beauty

More than a trend, the growing number of beauty and personal care products that combine ethical and sustainable credentials illustrates how clean beauty is a movement that has gained strength in the industry and relevance among consumers. Although the definition of the term is still not unanimous, some fundamental pillars help identify the attributes that Brazilian consumers value: respect for health and the planet, ethical practices throughout the production chain and the leading role of science. Clean beauty is no longer exclusive to independent brands, being adopted by market leaders in the development of their products.



"The clean beauty movement has been conquering Brazilian consumers, as they are more aware of the impact of their consumption on the environment and value brands and products that are consistent with their moral values."

- Amanda Caridad, Beauty and Personal Care Senior Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition

EXECUTIVE SUMMARY

- Market overview
- Analyst outlook
Figure 1: Analyst outlook for the clean beauty category, 2022
- Challenges
- Baby Boomers are target audience to expand the supply of toxin-free sunscreens
- Promoting equality is important for the beauty industry to be more inclusive
- DE consumers represent potential little explored by clean beauty brands
- Opportunities
- Scientific evidence may represent a differential for men aged 25-34
- Concern about plastic drives the development of eco-friendly packaging
- Through localism, brands can celebrate culture and ancestral use of ingredients

MARKET DRIVERS

- Brazil's economic instability may hinder the clean beauty movement expansion
- Conflict in Ukraine affects the cosmetics industry production chain
- Anvisa updates standards that apply to manufacturers of toiletries, perfumery and cosmetics

KEY PLAYERS

- Companies and brands
- Feito Brazil reaffirms its 100% Brazilian DNA with its first physical store
Figure 2: Feito Brasil launches its first physical store in São Paulo
- Lubrizol and Suzano announce global partnership for the production of sustainable ingredients
- Simple Organic is the first clean beauty brand to take part in the Lollapalooza music festival

What's included

- Executive Summary
- Full Report PDF
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Figure 3: Simple Organic store at Lollapalooza brought together the brand's influencers

- **Holistix and Simple Organic perform their first beauty collab inspired by Chinese medicine**

Figure 4: Simple Organic and Holistix in their first collaboration

- **BASF launches Cetiol SoftFeel, a sustainable alternative to petrolatum**
- **L'Occitane presents new market positioning based on sustainability**

Figure 5: Cultivators of Change – L'Occitane en Provence, 2022

- **L'Oréal Brazil leads movement for better pay with the UN**

Figure 6: L'Oréal Brazil reinforces its commitment to social transformation

- **Physalis takes part in the SPFW 2021, connecting fashion, beauty and sustainability**

Figure 7: Physalis had an instagrammable space in the SPFW 2021

- **Sephora brings Drunk Elephant to Brazil**

Figure 8: Sephora Brazil announces the arrival of Drunk Elephant

- **Case study**
- **Wella Company acquires Briogeo, the world's fastest growing clean haircare brand**

Figure 9: Briogeo, a clean company headed by Nancy Twine

- **L'Occitane announces acquisition of Grown Alchemist to become the world's largest multi-brand group**

Figure 10: Grown Alchemist is led by the brothers Jeremy and Keston Muijs

- **After acquisition by Hypera Pharma, Simple Organic celebrates internationalization**

Figure 11: Simple Organic celebrates expansion to the North American market

DEFINING CLEAN

- **Professional endorsement is important for brands to ensure the safety of natural ingredients**

Figure 12: Defining clean, by socioeconomic group, 2022

Figure 13: Collab Bioart + Dermagreen – Brazil, 2022

Figure 14: Bioart and Dermagreen announce Dermo Detox

- **Clean beauty brands can attract pet owners by communicating cruelty-free formulas**

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 15: Defining clean, by pet ownership, 2022

Figure 16: Vizzela Cosméticos

Figure 17: Dog Lovers and Cat Lovers collections

Figure 18: Lia Camargo using Cat Lovers products

- **Scientific evidence may represent a differential for men aged 25-34**

Figure 19: Defining clean, by gender and age group, 2022

Figure 20: Beauty and personal care clean products developed by scientists

CLEAN BEAUTY PRODUCT USAGE

- **Haircare products for under-threes must highlight certifications clearly**

Figure 21: Clean beauty product usage, by children living in the household, 2022

Figure 22: Haircare products for babies with clean formulas

- **Beauty with purpose is a new attribute valued by consumers in body care products**

Figure 23: Clean beauty product usage, by work and study status, 2022

Figure 24: Kopari Village residents in the Philippines

Figure 25: Kopari shares "give back" spotlight on visit to the Philippines

Figure 26: Think Goodness A Random Act of Goodness

- **Baby Boomers are target audience to expand the supply of toxin-free sunscreens**

Figure 27: Clean beauty product usage, by generation, 2022

Figure 28: Mineral sunscreens free from oxybenzone

IMPORTANT FACTORS FOR AN ETHICAL BPC BRAND OR PRODUCT

- **Business practices are an important attribute to evaluate ethical positioning**

Figure 29: Important factors for an ethical BPC brand or product, by age group, 2022

Figure 30: Examples of brands that practice fair trade

- **Promoting equality is important for the beauty industry to be more inclusive**

Figure 31: Important factors for an ethical BPC brand or product, by gender and age group, 2022

Figure 32: Actress Joana Mocarzel, ambassador of Simple Organic

Figure 33: Good Skin by Topicals, January 2021

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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- Consumers are increasingly attentive to controversial or unethical practices**

Figure 34: Important factors for an ethical BPC brand or product, by gender and age group, 2022

Figure 35: Think Dirty app

Figure 36: Executive from Estée Lauder is accused of racism on Instagram

IMPORTANT FACTORS FOR A SUSTAINABLE BPC BRAND OR PRODUCT

- Perception of environmental impact is an important factor for brands to attest to their sustainable profile**

Figure 37: Important factors for a sustainable BPC brand or product, by gender and age, 2022

Figure 38: Products that stand out for their eco-friendly profile

- Concern about plastic drives the development of eco-friendly packaging**

Figure 39: Important factors for a sustainable BPC brand or product, by work status, 2022

Figure 40: Carbios and Biotherm feature new recyclable packaging – 2021

Figure 41: Nivea Ecorefill Hand Soap Starter Kit

Figure 42: Dove Body Wash Concentrate

Figure 43: Boti Recicla initiative encourages consumers to dispose cosmetic packaging responsibly

- Upcycle can boost sustainable profile through the use of recycled ingredients**

Figure 44: Important factors for a sustainable BPC brand or product, by socioeconomic group, 2022

Figure 45: Products that use ingredients that would be discarded

ETHICAL AND SUSTAINABLE BPC BEHAVIORS

- Minimalist and sustainability-oriented habits expand innovations in reusable packaging**

Figure 46: Ethical and sustainable BPC behaviours, by work status, 2022

Figure 47: MOB Beauty reusable packaging

Figure 48: MOB Beauty teaches consumers to dispose packaging correctly, 2021

- Through localism, brands can celebrate culture and ancestral use of actives**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 49: Ethical and sustainable BPC behaviors, by work and study status, 2022

Figure 50: Éccora presents the benefits of golden berry, 2022

Figure 51: Éccora offers products formulated with golden berry

Figure 52: Nopalera offers products formulated with botanical extracts grown in Mexico

- **Retailers must be clearer about the criteria that determine whether a brand or product is clean**

Figure 53: Ethical and sustainable BPC behaviors, by clean beauty product usage, 2022

Figure 54: Sephora and Credo have created their own seals to evaluate clean beauty products

BARRIERS TO PURCHASING CLEAN BEAUTY

- **Clean beauty evolves in Brazil as brands invest in communication and expand to physical retail**

Figure 55: Barriers to purchase clean beauty, 2022

Figure 56: Simple Organic and Sallve sell products in physical stores and drugstores

Figure 57: Creamy debuts in physical retail selling products at the Drogeria Iguatemi drugstore

MOTIVATORS TO PURCHASE CLEAN BEAUTY

- **Brands can emphasize the safety of their formulas in educational packaging and labels**

Figure 58: Motivators to purchase clean beauty, by age group, 2022

Figure 59: Ingredients Wellness reinforces the transparency and safety of its formulas

Figure 60: Hair Food ensures safety through labels with detailed information about ingredients

Figure 61: Love Beauty and Planet and Garnier provide information about ingredients on their packaging

- **Interest in zero-carbon products reveals concern over the climate crisis**

Figure 62: Motivators to purchase clean beauty, by clean beauty product usage, 2022

Figure 63: Nivea offers climate-neutral products

ATTITUDES TOWARD CLEAN BEAUTY

- **Clarity in relation to ethical and sustainable seals is an important step in gaining consumer confidence**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- Figure 64: Attitudes toward clean beauty, by gender and age, 2022
- Figure 65: Garnier product evaluation system
- Figure 66: Herbal Essences shampoos are certified and approved by EWG Verified
- Figure 67: Revlon Facial Primer is certified and approved by EWG Verified
- **Biotechnology can be an ally in the development of sustainable, top-performing synthetic ingredients**
 - Figure 68: Attitudes towards clean beauty, 2022
 - Figure 69: Biossance provides biotech squalane
 - Figure 70: MAKE Beauty develops products with a biotechnological approach
- **DE consumers represent potential little explored by clean beauty brands**
 - Figure 71: Attitudes towards clean beauty, by socioeconomic group, 2022
 - Figure 72: Vegan by Needs answers doubts from customers
 - Figure 73: Private label clean beauty products with economical positioning

APPENDIX – ABBREVIATIONS

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- Executive Summary
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