

# BRAZILIAN BEAUTY TESTING TRENDS 2024



Ariana Estevao Dias





Leila Bloch







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Context of the Brazilian Beauty Market

Key Testing Trends

#1 Hair

#2 Pigmentation and complexion

#3 Suncare

# CONTEXT OF THE BRAZILIAN BEAUTY MARKET

South America Culture \*

### **Key numbers**

Average salary: \$8,140/year GDP accounting for 2% of global GDP

**Beauty market value:** \$33,14 billions



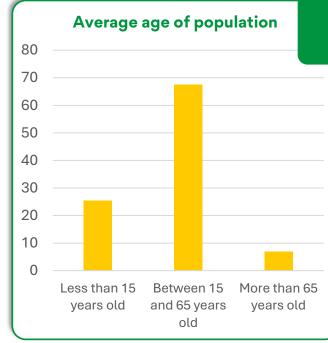
43%

Diversity of the population



Strenght for testing laboratories: different hair, skin, body types









# CONTEXT OF THE LATIN AMERICA BEAUTY MARKET

in-cosmetics° latin america

Key points of the market 🎻

Science Technology

**Digital Experience** 

Digital marketing

E-commerce

Virtual try-on

**Testing Technology** 

Explants availability due to surgarie Cruelty free

Innovation in efficacy to match Brazil's specific hair and diverse population

Life-style Changes

Self-care, beauty routine and health

Inclusivity for real: diversity of skin tones, body shapes, hair styles

**Formulation Evolution** 

Sustainability - clean formulation

Local demand: products specific to Brazilian skin types, hair textures, and climatic conditions **Skin Physiology Focus** 

Humidity resistant products; sweat proof, long lasting, waterproof

**Cultural** 

**Environmental** 

Beauty Cultural

Appearance-Centric culture – from skincare to plastic surgery Sustainable beauty products Regulations Constraints

ANVISA - Brazil's health regulatory agency

Clear labelling, ingredient transparency, claims control

Regulations

**Environmental Changes Tropical climate** 

Eco-friendly – biodiversity preservation



# Context of the K-Beauty market

in-cosmetics<sup>®</sup> korea

Summary of 20 meetings with CROs managers, K-Beauty journalists, consultant, R&D actives makers...

Digital Experience

Social Media A.I.

E-commerce

Science Technology

**Testing technology** 

A.I R&D

#### Life-style Changes

Well-being
Pop culture phenomenon
Longevity - Lifespan
Breaking gender norms - Inclusive
marketing

#### Formulation Evolution

Luxurious ingredients

Microencapsulation | nanotechnology |
bioengineering

#### Skin Physiology Focus

Exposome Pollution **Sun damage** 

Cultural

Environmental

#### **Beauty Cultural**

Fusion of modern science & timetested Korean skincare traditions NeuroGlow - Holistic wellness Data-backed

#### Regulations Constraints

Sustainability

Functional cosmetics: functions such as aiding the skin whitening, hair-dye ...

Regulations

# **Environmental Changes**

Heat Humidity



# Context of the Beauty evaluation in USA - 2024



Digital Experience Social Media Nomad

Science Technology

Testing technology

Bio-printing I.A

**Neurocosmetics** 

Life-style Changes Inclusivity

Longevity | demography Health span | Lifespan Well-beina

Formulation Evolution

Natural | Bio-inspired

Sustainability

Multi-benefits

Skin Physiology Focus Microbiome

Exposome **dlution** 

Cultural

Upcycled

**Environmental** 

**Environmental Changes** 

Humidity

Beauty Cultural

Clean | Natural Scientific proof | Data-backed NeuroGlow = Holistic wellness Menopause

Regulation's Constraints

China

USA

Certifications

- STSC- Safety and Technical Standards for Cosmetics
- 7 technical documents for Safety Assessment by NIFDC
- China National Medical Products Administration (NMPA)

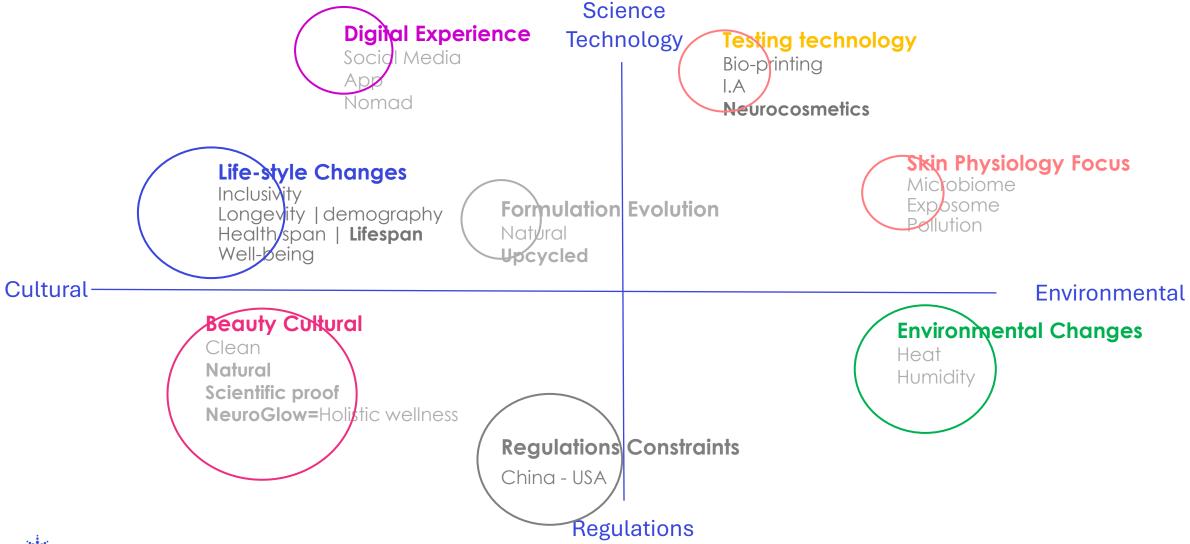
solicited opinions on Administrative Measures on Cosmetics Inspection...



Regulations

# Context of the Beauty evaluation – Europe 2024

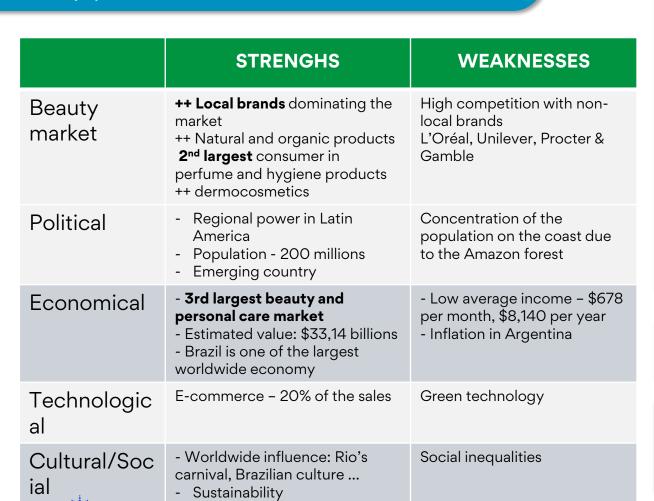






# CONTEXT OF THE BRAZILIAN BEAUTY MARKET

Key points of the market 🚀

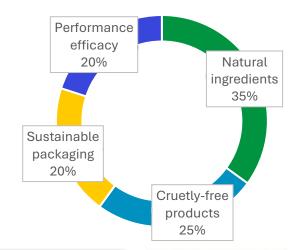


- Indigenous culture

# Consumers preferences



Natura
O Boticàrio
Avon
Jaquiti
L'Oréal
Mary Kay
Quem Disse,
Berenice?
Vult
Eudora
Johnson&Johnson



« Dupes » culture

Mix between innovation and tradition

Tropical climate – sweat and water resistance – hygiene and deodorant



É DUPE!!!! Eo que vocês acham de um video de ori...

# **CONTEXT OF THE** BRAZILIAN BEAUTY MARKET

Focus on testing 4



Beauty and personal care in Brazil growth, % Haircare Colour cosmetics Deodorants Suncare 9 heat waves in **■** 2023 **■** 2022





kosmo science



providers in Brazil on skinobs.co









Focus on explants preclinical assays: easy thanks to surgery explants

**Dermocosmetics** +20% of the sales testing devices Regulation: mandatory ethics committee for all tests

Few laboratories in LATAM? Compliance with the testing regulation of the Indie **Brands?** 

Price & taxes to import

Not all brands conducts test on

their products

**HRPIT** Dermatologist approvial Trends Latin America - in-cosmetics Sensitive skin

Tolerance

Sun care Deodorant Hair care



Brazil in

<del>2024</del>

#1 Hair

In vivo
On
On hair follicle-

Pro**Skin**cosmetic research

- Specific instrumentation like combing machine
- Diversity of hair style and types
- Climate humidity & warm

Smoothing

Moisturizing

Reparing

Detangling

Anti-frizz
Straightening
Volumizing
Anti-breakage
Humidity resistance

Thickening
Elasticity
Shining







#1 Hair

- Hair growth
- Hair strength
- Scalp surface
- Hair structure
- Hair styling
- Rinsability



Visioscan SkinCam Image analysis





## #2 Pigmentation and complexion

FACE OVERALL ANALYSIS



VisioFace - C+K



Visia Complexion Canfield SKIN GLOSS ANALYSIS



Antera3D - Miravex



Glossymeter - C+K



C-Cube - Pixience

Brightening
Long lasting
Waterproof
Glowing
Tan prolonging





# **BRAZILIAN BEAUTY TESTING TRENDS 2024**

# **KEY TESTING TRENDS**

#2 Pigmentation and complexion

LONG LASTING AND OIL CONTROL

Sebum control

Pore size

- Pore pigmentation
- Specific routine for consumer testing

Makeup « skinification »



Full face analysis Sebumeter

Skin surface

Color measurement











#3 Suncare

#### Silico | tubo | vitro

- Hybrid method to be validated 23.675
- New in Vitro Sand-resistance method
- Sweat resistance













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# THANK YOU FOR YOUR ATTENTION

# BRAZILIAN BEAUTY TESTING TRENDS 2024



Ariana Estevao Dias





Leila Bloch







October 3<sup>rd</sup>, 2024 Anne Charpentier acharpentier@skinobs.c om



