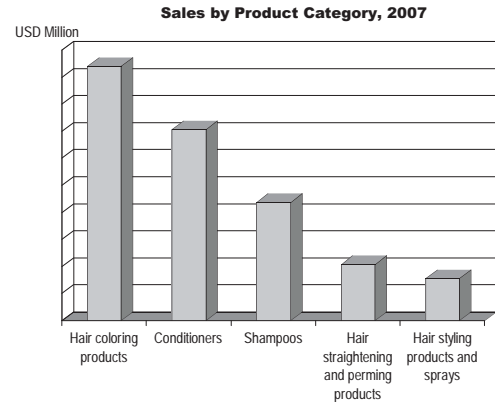


Salon Hair Care 2007 Global Series: Latin America Market Analysis and Opportunities

Fact Sheet

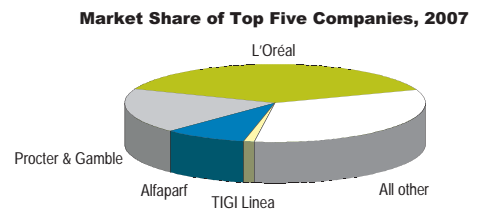
The Market

Growth has been relatively healthy in the Latin American professional skin care market. Economic conditions are generally fair and somewhat upbeat, with growing GDP and reasonable inflation rates. In addition, salon visits and salon services are on the rise. However, competition from mass brands is a hurdle for several categories, particularly shampoos and conditioners.



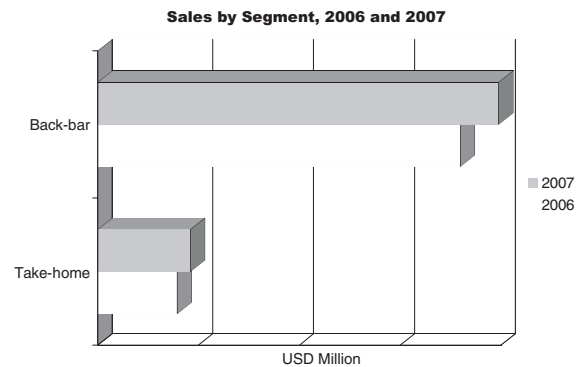
Competitive Landscape

The salon hair care market in Latin America is top-heavy with the top three companies—L'Oréal, Procter & Gamble, and Alfaparf—accounting for about 66% of industry sales in 2007.



Salon Statistics

The vast majority of professional hair care sales in Latin America are back-bar products. The hair coloring category and hair straightening and perming products category are entirely back-bar products.



Future Outlook

Sales are expected to grow as more innovative products are introduced in the market. These products are expected to deliver results that justify higher prices and generate a greater value proposition. Innovation is the key to jump ahead of mass retailing brands. As one of the largest and fastest-growing countries in the world, Brazil presents a tremendous opportunity for marketers of salon hair care products.

