

Professional Skin Care 2009: Brazil Market Analysis and Opportunities

Fact Sheet

Factors Influencing Growth of Professional Skin Care Market in Brazil, 2009



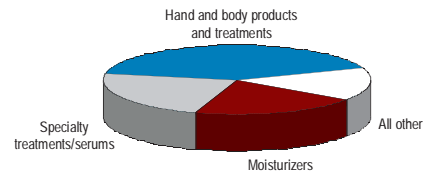
The Market

After a sales decline in 2008, the market resets and grows by a very healthy 11% in 2009, outpacing performance in the United States and Europe. Factors helping to fuel growth are seen in a variety of ways.

Product Sales

Contrary to trends in other markets, hand and body products and lotions play a major role in Brazil, accounting for just over 40% of total take-home sales. As consumers become more sophisticated, other product types such as anti-aging specialty treatments and lip/eye products will grow in importance.

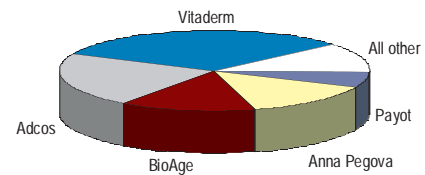
Sales by Product Type for the Professional Skin Care Market in Brazil, 2009



Competitive Landscape

The market is dominated by local brands, with Vitaderm controlling the leading spot in 2009. The brand is carried in company franchises, beauty institutes, and spas.

Professional Skin Care Market Leaders in Brazil, 2009



Channels of Distribution

Spas, the smallest channel, shows the greatest growth in 2009. Channel growth is spurred by the onset of luxury hotels opening spas in their facilities in large numbers. Spa franchises have also emerged as a force in this channel.

Channel Growth for the Professional Skin Care Market in Brazil, 2008 and 2009

