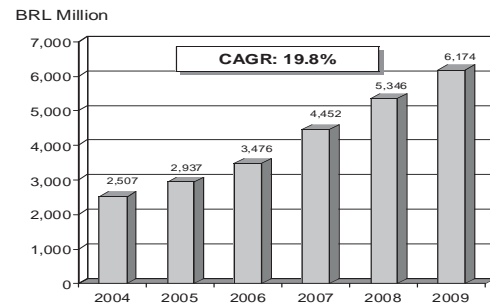


Natural Personal Care 2009: Global Market Analysis and Competitive Assessment

Brazil Fact Sheet

The Market

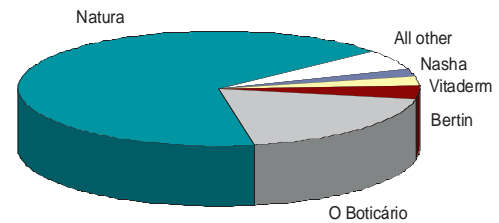
Despite the economic scenario, natural personal care continues to grow at double-digit rates. The natural personal care products market in Brazil posts a 19.8% CAGR since 2004, reaching sales of about BRL 6.2 billion in 2009. Natura and O Boticário account for most of the sales, but smaller companies with high natural scores are among the fastest growing.



NOTE: USD 1.00 = BRL 2.02.

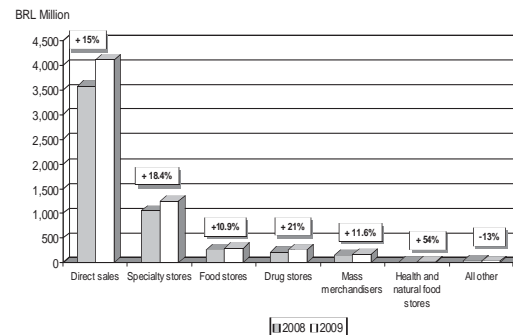
Competitive Landscape

The market is dominated by Natura and O Boticário, which are far ahead of other competitors. The leading 10 marketers in the naturals market account for nearly 99% of the total market sales in 2009.



Channels of Distribution

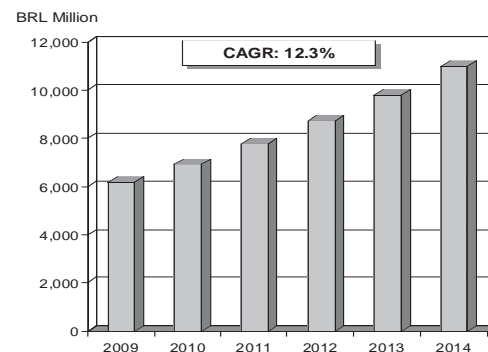
Direct sales dominate the natural personal care due to Natura's leadership. O Boticário, L'Occitane, Mahogany, and Weleda lead the specialty stores channel with 20% share of distribution. Health and natural stores is the fastest growing retail channel with a 54% change, but from a small base.



NOTE: All other includes retail channels such as spas, vitamin and supplement stores, hotel/resorts, and gift/boutiques. Mass market includes sales from food, drug, and mass merchandising stores.

Future Outlook

The natural personal care market will continue to enjoy double-digit growth and will surpass BRL 11 billion in 2014. Sales growth of truly natural brands is expected to outpace sales of natural-inspired brands through the forecast period.



NOTE: USD 1.00 = BRL 2.02.