

### May 2021

#### Personal Hygiene Habits - Brazil

“The COVID-19 pandemic has raised the importance of personal hygiene categories. Despite the social isolation, Brazilians have adopted more intense hygiene habits, including in their routines the use of products hitherto considered niches, such as liquid soap, hand sanitizer and wet wipes. Brands find a favorable context to innovate with ...

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#### The Beauty Consumer - Brazil

“The pandemic has increased the demand for health benefits, both physical and mental, leading to the ritualization of beauty and personal care routines, and connecting them to the concept of self-care. On the other hand, Brazilians have also adopted a more minimalistic routine, including natural hair styles and simpler skincare ...