

## Haircare - Brazil - April 2017

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“The natural hair trend does not seem to be significant among Brazilians. The hairstyle most often used is still straight: many of the people interviewed agree with that. Hair that falls out a lot, hair without shine, and hair with a lot of volume are some of the problems mentioned by the interviewees.”

– **Juliana Martins, Beauty and Personal Care Analyst**

This report looks at the following areas:

- How to create opportunities for women to accept their grey hair
- The possibilities created by bigger haircare packages
- How to boost consumption of cleansing conditioners

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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### The Market – What You Need to Know

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