

Brazil—Melting Pot of Creation and Innovation

The entrepreneurial spirit of Brazil, which exudes passion, has fostered a flux of creative and unique ingredients, brands and products.

Brazil is a vast country with seemingly endless space and resources. From north to south, east to west, it is filled with dramatic contrasts. From its beaches to the rain forest and fast-growing urban areas, Brazil is an inspiring country. People tend to find joy in the simple things—like good food and drink, friends and music. In the country's cities, people work hard but also play hard. As a global trend tracker, I've never seen such low levels of stress in any major cities around the globe as I do in Brazil's.

Within the beauty arena, many new brands and companies are cropping up. There is a newfound entrepreneurial spirit, one that resembles the passion and uniqueness once existing in the U.S. during the 1980s and early 1990s. Today, the Brazilian economy is strong, particularly compared to neighboring South American countries—and this prosperity lends itself to creativity, and creativity leads to innovation. (See **Consequences of the Lack of Creativity.**)

Annual South American trend treks have allowed me to previously explore Brazil and note the changes. I have found free-standing stores carrying unique brands within beauty, fashion and food industries more noticeably appearing in the past year. Creative individuals with unique ideas are launching new products either in their own stores or at other points of distribution. Notably, the Cadiveu brand is preparing to open its first store in São Paulo, and now has a range of hair care and body care products under the same name that uses only the finest local sourced ingredients. O Boticário, which is not a newcomer at all, was created in 1977 as a small drugstore in the city of Curitiba in southern Brazil, filling prescriptions and

Multinationals that have penetrated Brazil in the past decade have been forced to be more innovative in their approach to new product development—fueled by the rich melting pot of cultures and ideas in Brazil.

inventing unique special fragrances—long before Brazil was considered an emerging market. Today, it is one of the world largest perfumery franchises, with more than 2,000 stores in Brazil.

Many multinationals, of course, have penetrated Brazil in the past decade, providing high-quality products at a reasonable price. And they too have been forced to be more innovative in their approach to new product development—fueled by the rich melting pot of cultures and ideas in Brazil.

No matter where you go in Brazil, there is some form of nature impacting your day. Even in the busiest of cities, there are palm trees and flowers galore among the cement. And people who have never been to Brazil at least know of the rain forest. The world's largest area of continuous forest has always been a source of exotic mystery,

even to Brazilians who live in other regions of the country. It is fertile breeding ground where medicinal plants, exotic flowers and nutritious fruits thrive.

It has only been in the last century that the Brazilian rain forest has been recognized as having so many natural curatives, but it is not just the rain forest that provides these wonderful plants—Brazil is rich with beneficial vegetation grown throughout the country. A few examples of the country's produce have been given super-fruit accolades, such as açaí, but these have not all been simple to translate, figuratively and literally, for global consumers. Just as it must perform, an ingredient needs to be somewhat easily pronounced and grasped across cultures to catch on globally, even for an “on trend” fruit. Therein lies some of the complexity on why certain fruits and other natural ingredients haven't made their way

CONSEQUENCES OF THE LACK OF CREATIVITY

Lack of creativity has a direct correlation to lack of innovation, something many companies have experienced in the U.S. for the past few years. This occurs whenever disruption occurs within an organization, which can range from changes in leadership, financial downturns, resource reductions, budgetary constraints and even regulatory mandates, to name a few.

onto the labels of U.S. beauty brands. And without the backing of clinical testing, many multinationals have been waiting it out and, subsequently, missed the boat to react in a timely manner.

However, there are many magnificent fruits and produce that can be easily applicable to current brands' line extensions. Produce that most of us know and love—and that have their roots or long heritage in Brazil—are part of an everyday nutritious diet and include maracujá (passion fruit), mango and castanha do pará (brazil nut).

Fragrances stemming from the essential oils of these can be calming or invigorating, and the ancient local homemade remedies using passion fruit, mango and brazil nuts topically as moisturizers provide suppleness and hydration to skin.

Here are some of my favorite Brazilian products using on-trend ingredients in their natural form.

Maracujá (Passion Fruit)

Ducha, a brand with free-standing shops throughout Brazil, was created due to a void in the market for unique bath products. The highly fragranced bath bar is not only



Ducha's highly fragranced bath bar is temptingly delicious with maracujá essential oil, and its curved design also acts as a massager.



Phytoderm's maracujá deodorizing body lotion is a rich lotion made with 100% passion fruit extract.



Palmolive Amazônia liquid bath soap utilizes castanha do pará and exfoliating bits of linseed.

temptingly delicious with maracujá essential oil, its curved design also acts as a massager. Maracujá is recognized for being rich in vitamin C and complex B (B2 and B5).

Natura's Ekos Maracujá shampoo is available in a formula enriched with oil and/or extract from the passion fruit for silky hair.

Phytoderm's maracujá deodorizing body lotion is a rich lotion made with 100% passion fruit extract.

Mango

Although indigenous to India, mango has been cultivated for almost a century in many tropical and subtropical regions around the world, and are a notable part of many Brazilian diets.

Cadiveu's vegetable body butter, only one example of a brand utilizing mango, uses organic mango oil for intense hydration and uses only recyclable PET packaging.

Castanha do Pará (Brazil Nut or Castanha do Brasil)

The Brazil nut is rich in oleic acid and vitamins, and is known internationally for its nutritional value. While cooks classify it as a nut, botanically it is a seed.

Granado glycerin soap with castanha do brasil is 100% vegetable-derived coconut oil. Even its paper packaging is recognized by the Forest

Stewardship Council (FSC) to be recyclable, using wood sourced from ecologically planted forests and respecting the environment and neighboring communities.

Palmolive Amazônia liquid bath soap offers hints of Amazonian aroma, and the creamy body wash utilizes castanha do pará and exfoliating bits of linseed.

O Boticário's mixed Brazilian fruit bath bar is made with 100% palm oil vegetable base, and contains pure fruit from both maracujá and cajá—a small orange fruit with a tropical taste and recognized for being rich in vitamins (notably, B1) and promoting emolliency.

The world is changing at an unfathomable speed. Companies that appear to be profitable today may not make it down the road due to archaic thinking, killing passion within and a lack of being open to change. It is imperative to be proactive rather than reactive in these times, and activities in Brazil and the products being produced are good examples of proactive passion that translates into shelf success. ■ GCI



MARGUERITE LA CORTE is the beauty industry's global trend tracker and product anthropologist. She travels the globe (exploring up to five countries on 30-plus day treks) to help clients identify emerging consumer insights, novel ingredients, and

unique consumer rituals and products via her proprietary written reports focused on new insights and innovation concepts. Her remaining treks for 2010 include: Scandinavia, India and Brazil. She can be reached at daisyvino2@yahoo.com or at 1-212-315-5802.