



BRAZILIAN BEAUTY

PREPARED BY

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EXECUTIVE SUMMARY

Globally, women interested in the beauty industry have begun to move away from bright, eye-catching makeup and toward a more natural look, and Brazil is keeping up with the times. This trend correlates to the spread of the coronavirus bringing a new rise to the importance of taking care of your personal hygiene.

When it comes to gender and sexuality norms, Brazil is very neutral according to their survival versus self expression values, traditional versus secular values, and the Hofstede masculinity scale. This is shown in their popular makeup style of a natural look, which is feminine and beautiful, but not extreme in either direction. However, they have an extremely high expectation of beauty, leading to being fourth in the world on spending in cosmetics and being a hotspot for cheap, reliable plastic surgery. Because of this expectation, women pursue the alpha strategy by working on their appearance rather than their intelligence.

The natural look is a more recent trend, but another current trend is using bleach cream to whiten their skin. This stems from racism against those with darker skin all the way back in the early 1500s when Portugal colonized Brazil and brought slaves over from Africa. Although women and people of color now have equal rights according to the law, income and education is still very unequal among these groups, creating a huge divide between whites and non-whites as well as men and women. This divide has created two main groups in Brazil: those who are white and have money and those who are black and do not have money. This is shown in the vast difference in percentages of those under the poverty line in each group. Since light skinned Brazilians with money are considered high status, Brazilian women look up to beautiful, light skinned celebrities and try to mimic their phenotypes.

Socially and economically, Brazil is one of the most unequal countries in Latin America. They have a high gender wage gap and low female labor force participation rate, despite high levels of female education. Thanks to their loose culture, these statistics are very slowly turning around for the better, allowing room for the cosmetics industry to grow as women earn more disposable income.

However, their acceptance of hierarchy and inequality in addition to a sparse population with a low percentage of access to the internet has led me to believe that drastic change will not occur anytime soon. They will likely struggle in this state for years to come because Brazil is currently in a natural state of corruption. Those who are in power are rich and dominant, so the rules do not apply to them. Although there are laws that should prevent this corruption, they are not consistently enforced, so it is difficult to do business with them. Fortunately, the United States has a great trading relationship with Brazil that has created a positive relationship between us. Although Brazilians often prefer to buy locally, they view the US as prestigious, so they import a lot of our goods to mimic what they view as high status.

MAKEUP STYLES



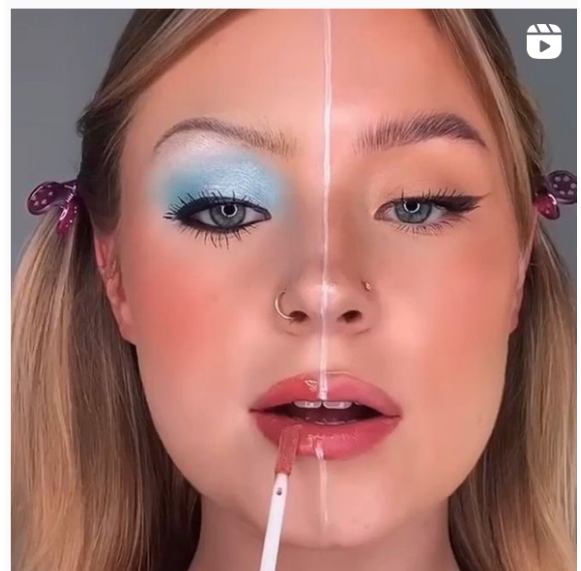
The most popular makeup style in Brazil is a more "natural" look. The largest beauty influencers on Instagram got the most likes on posts in which they are wearing makeup, however, not a ton of it. This look avoids brightly colored eyeshadow and makes their natural beauty pop. For example, in the above posts by @marmaria on Instagram, the photo on the left received 561,255 likes and the one on the right received 134,026 likes. The obvious difference here is the natural versus colorful and bright makeup style, which is similar to styles throughout South America and the world.

This trend is also shown in the huge increase in sales of personal care items over the last few years. In order to look naturally beautiful, you must take care of your skin. The skincare segment had a growth of 21.9% from 2019. The trend likely stems from the spread of the coronavirus in Brazil, which brought huge increases in personal care products.

The year 2020 had the highest annual growth among the listed personal care products, which is reflected in the importance of natural looking beauty in their country. In the United States, we are

following a similar trend towards a "natural" makeup look. The image to the right shows an Instagram post by @hudabeauty, the number 2 influencer in the health and beauty category according to starngage. The post is a video that shows a side by side of the popular look in 2001 (left) versus the popular look in 2021 (right).

According to source 4, skin and hair care products dominate the industry globally, and this is reflected in the fact that in 2015 the US generated \$16 billion in skincare product sales.

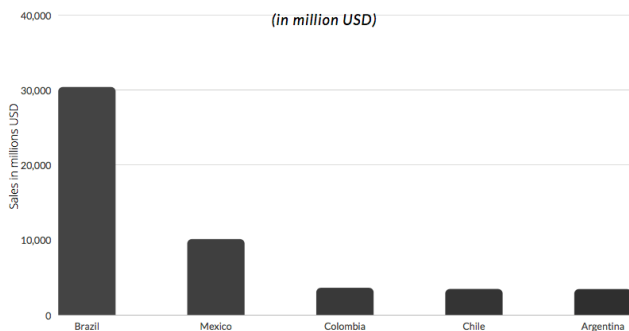


GENDER & SEXUALITY NORMS

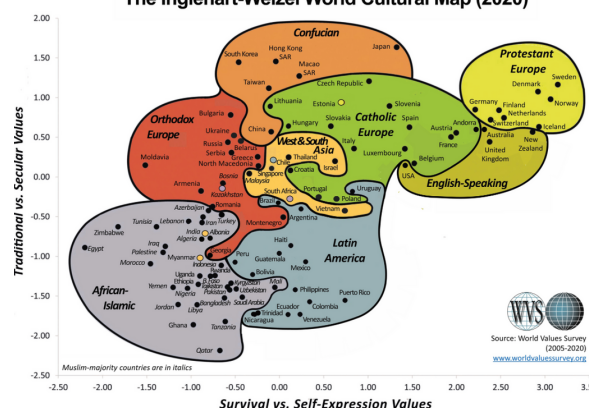
On the Inglehart-Welzel World Cultural Map shown, Brazil is shown to be very neutral on the scale of survival versus self-expression values, as they fall on almost exactly 0.00. This is true because although they are not the poorest, they are definitely not the richest in the world, so they do still have to focus on economic and physical security. On the Y axis, they fall relatively neutral but have slightly more traditional values than secular values. Their traditional values stem from the Catholic history of Portugal who conquered them until 1822, but they have begun to move towards secular values with the rise of the importance of beauty in their culture. This map shows that they're right in the middle in comparison to the rest of the world with acceptance of the LGBTQ+ community and women's rights.

Additionally, Brazil has a score of 49 on the Hofstede Masculinity scale, which is very intermediate between having values of masculinity (winning/being the best) and femininity (caring for others/quality of life). However, these statistics do not express the extremely high standards of beauty that Brazilian women are expected to uphold.

BEAUTY AND PERSONAL CARE MARKET SALES VALUE IN SELECTED COUNTRIES IN LATIN AMERICA IN 2019



The Inglehart-Welzel World Cultural Map (2020)



The graph to the left demonstrates the importance of beauty to Brazilians based on the amount they spend on beauty and personal care in comparison to other Latin American countries. They spend roughly \$936 per capita on cosmetics, making them number one by far in South America and number four globally (source 21). People around the world travel to Brazil specifically for cheap, reliable plastic surgery. These statistics show the expectation of women to be beautiful and well put together. Brazilian women are pursuing an alpha strategy, which allows them to have whomever they please as a mate. Women become alpha most easily by being beautiful rather than being intelligent or making money. In order to be an alpha female in Brazil, you should be confident, beautiful, and feminine, which is reflected in the natural makeup trend and high sales of beauty products. Women buy more products to increase their image of natural beauty, which in turn allows them to climb the social ladder.

HISTORICAL CONTEXT

Another beauty trend in Brazil is skin whitening, which stems from racism all the way back to the 1500s. In the beginning of colonization in Brazil in the 1500s, most explorers were men and there was a lack of Portuguese women. This caused inevitable breeding between Portuguese men and slaves. As we have learned, men are drawn to breed with more attractive women. This may have been the very beginning of the importance of beauty in Brazil - the more beautiful you were, the more likely you were to breed with a Portuguese explorer to pass on your beauty to a whiter and thus "more beautiful" offspring in the eyes of the colonists. Brazil was working towards whitening their country both intentionally and unintentionally. The breeding between Portuguese explorers and slaves unintentionally led to a lighter skin tone. Some even used to say the libido of Portuguese men was solving Brazil's "race problem." They also intentionally attempted to whiten by banning immigration to everyone except white Europeans or Asians. They continued to try to whiten their country through World War 2 because they believed that whiter meant more superior, which in turn meant more beautiful.

Clearly there was discrimination against those with darker skin, which led to today's inequality between races in Brazil. The graph to the right shows the education gap between races, which shows a significant difference between whites and Pardos (mixed race) and blacks. When it comes to beauty, even today, women continue to purchase skin bleaching products in order to meet the standard of beauty that began over 500 years ago. This is reflected in the active pursuit of alpha status by females and the pursuit of alpha females by men.

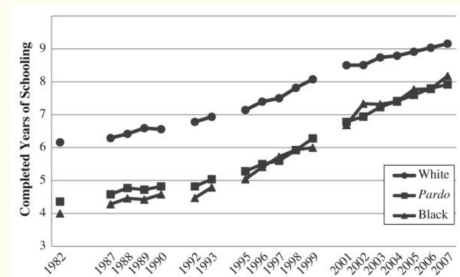
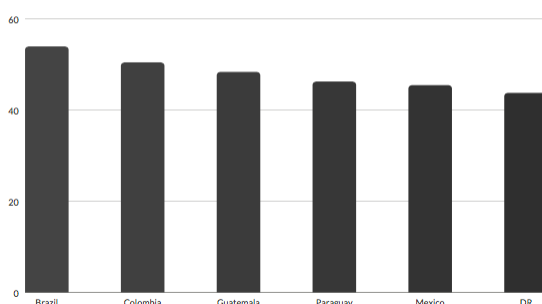


Fig. 1

Completed years of schooling, by race: 17- and 18-year-old Brazilians, 1982-2007

INCOME DISTRIBUTION INEQUALITY BASED ON GINI COEFFICIENT IN LATIN AMERICA AS OF 2018



Brazil has a GINI Index of 53.9 (shown left), which is the highest in their region. This means that income in Brazil is not well distributed and is very unequal.

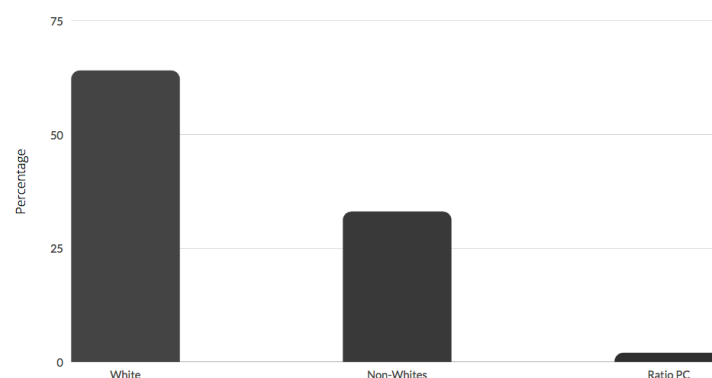
However, they have a gender deviation index of .993 (source 22), which demonstrates that women have almost completely equal rights to men - but they are still expected to be beautiful and feminine. These statistics prove that low status men are not too worried about protecting their supply of women or losing them to high status men because of women's equal rights and high levels of education. As compared to gender, race is a much more determining factor of status in Brazil.

GROUP DYNAMICS

Groups in Brazil are divided into those with lighter skin who are elite and those with darker skin who are poor. The poverty line in Brazil is defined by those who live on \$5.50 or less per day.

32.9% of black people are living in poverty, while only 15.4% of white people face the same circumstances (source 10). Under the extreme poverty line (living off \$1.90 or less per day) is 8.8% of blacks and only 3.6% of whites. The reason for this divide is the inequality in income, shown below (source 11), which stems from the history we discussed on page 4. The main way for men to become high status is to have money, so, like many other countries in the world, white rich men are considered high status in Brazil. This leaves the other main group, those with dark skin and very little money, to be low status.

DISTRIBUTION OF DISPOSABLE INCOME BETWEEN GROUPS



For women to become high status, all they have to do is be beautiful. The top female influencers in Brazil according to starngage are overwhelmingly celebrities famous for singing or acting.

Among these top influencers, the majority of them have lighter skin tones and they are all extremely beautiful, which lines up with their expectations of those who are high status. The top three women with the most followers and engagement on Instagram are Demi Lovato, Shakira, and Camila Cabello (pictured below, respectively). These three women are all Latina singers who are well known throughout the world. They are alpha females and are respected by Brazilian women because of their high status.



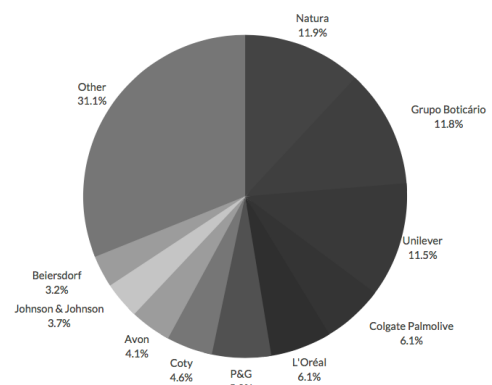
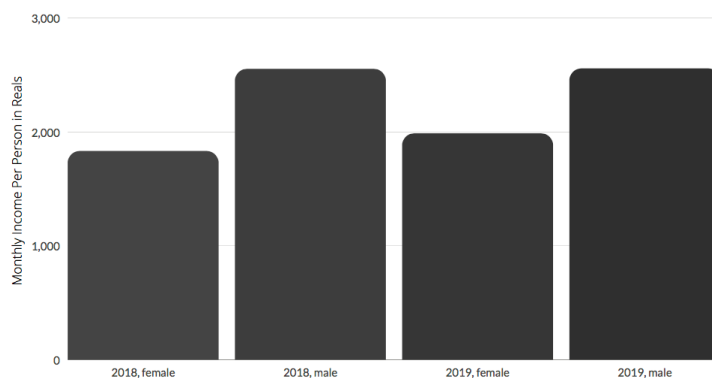
CURRENT SOCIAL TRENDS

Women are slowly but surely gaining economic power in Brazil, as their monthly income per capita grew 8% between the years 2018 and 2019, shown in the graph below and to the left (source 12). In addition, their rate of participation in the workforce has been steadily increasing since 2011 (source 13). As women continue to join the labor force and make a higher income, they will continue to have a more disposable income. As their disposable income increases, so will the amount they spend on cosmetics. Due to the high standard of beauty in Brazil, the amount they spend on cosmetic products will also increase as women get jobs because they will be expected to wear makeup for work daily.

When it comes to social trends in women's rights, they are working towards more gender equality. Brazil has an extremely high GINI Index and women have on average one more year of education than men. Despite these encouraging pieces of information, they still have one of the largest gender pay gaps in Latin America, with women earning 30% less than men on average (source 15). Women also have fewer opportunities for employment, despite higher qualifications.

Although female income is slowly increasing, I would not expect any drastic changes anytime soon, as a change in culture takes a long time to develop.

**MONTHLY INCOME PER CAPITA IN
BRAZIL IN 2018 AND 2019 BY
GENDER**

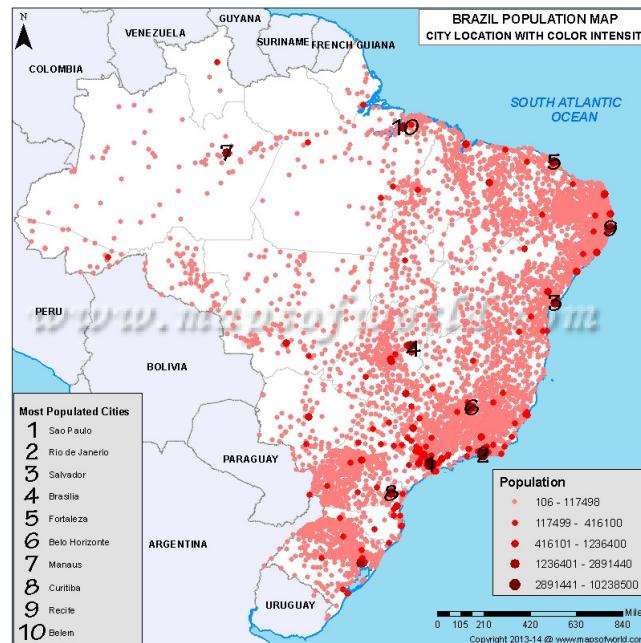


**DISTRIBUTION OF THE COSMETICS
AND PERSONAL CARE MARKET IN
BRAZIL IN 2019, BY COMPANY**

As for trends in cosmetics, the industry is relatively unsaturated. Their market concentration index is 0.08 (source 23), which means that there is room for expansion because the market is not concentrated in a small number of firms, as the graph above and to the right shows. The top two companies in the industry are based in Brazil, but the next company comes in a close third and is based in London. The following seven companies on the list have much less market share compared to the top three, but are all multinational companies based in various places around the world. As beauty becomes increasingly important, the market will continue to expand globally and locally.

CULTURAL STRUCTURE

In Brazil, 87% of people live in urban areas, but in general the country is sparsely populated with a population density of 24.66 people per square kilometer (source 16). They have a high percentage of internet access compared to other countries in their region, but compared to developed countries it is rather low. The graph below shows how few people live inland in Brazil, while the shore, where the urban areas are located, is much more densely populated. Ideas spread more quickly in densely populated countries with high access to the internet, so these statistics prove that change is not likely to occur quickly in Brazil. Additionally, Brazil has a high birth rate, low life expectancy, and high rates of poverty, which are indicators that it is a “developing” country. As we’ve learned, developing countries most often do not end up ever being fully developed.



Brazil is similar to the United States in the way that they have a loose culture with weaker norms and are very permissive. Countries with loose cultures are more open to creativity and are more tolerant. This may make you think that new ideas would spread quickly because weaker norms are easier to break. However, as we discussed, they are extremely unequal when it comes to both gender and race. They have a power distance score of 69, which demonstrates that they are accepting of the inequality in their country (source 7). They believe that the hierarchy should be respected and that those that are in charge, are in charge for a reason. If the hierarchy is accepted as normal and no one sees a reason to change it, it is unlikely that we will see drastic changes in inequality anytime soon. Their hierarchical culture also leads to a lot of mimicry of high status people. Women mimic high status women by spending a lot of time and money developing their beauty. They have even developed a free healthcare system that accommodates patients’ “right to beauty” in which plastic surgeries are subsidized by the government. This program allows for low status, poor females to mimic those with high status.

POLITICAL STATE AND STRUCTURE

10 Worst Countries for Working People

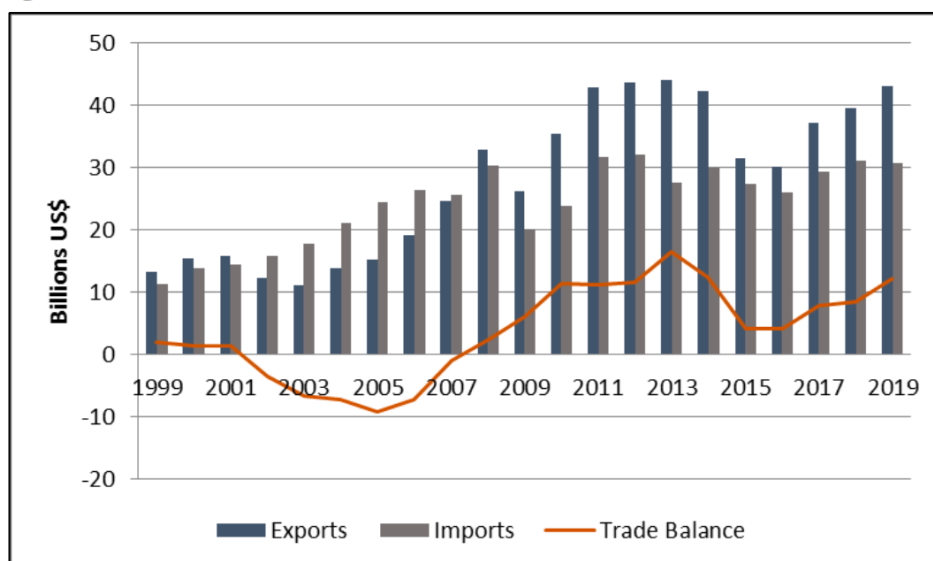
Algeria	Kazakhstan
Bangladesh	The Philippines
Brazil	Saudi Arabia
Colombia	Turkey
Guatemala	Zimbabwe

Brazil is currently in a natural state of corruption with a low corruption score of 38. As previously mentioned, they are considered a “developing” country because of this natural state, so it is unlikely that their corrupt and unequal conditions will change anytime in the near future. The priorities of those high up in the hierarchy are considered more important than the goals of the country as a whole. In a natural state, money runs things, so to have high status or be high up in the hierarchy, you must have a lot of money. Brazil has a select few dominant, rich leaders to which the rules do not apply. The rest of the country is rather poor and inequality is rampant. Some even call Brazil a “racial democracy.” Acts of fraud, bribery, and bid rigging are technically illegal, but these laws are not consistently enforced. Because of this corrupt environment, it is extremely hard to do business with them, which is reflected in their relatively high ease of doing business index of 59.1 (source 18). In fact, according to source 17, Brazil is among the top 10 worst countries to be a worker due to their regressive laws, violent repression against strikes and protests, and threats of union leaders.

GLOBAL OUTLOOK

While the top two beauty companies with the highest market share in Brazil, Natura and Grupo Boticário, are local, the following seven with the highest market shares are global companies. Some of these companies are based in the United Kingdom, others throughout the United States. This shows that they would prefer to shop locally, but they are not against buying global products. The US has a much higher PC GDP than Brazil, so they view us as high status and our products as prestigious. Their desire for our products is reflected in the fact that 17% of Brazilian imports are from the United States. This is relatively equal to other countries in the region, but low in comparison to China and the UK simply because they do not have as much to spend as those economic powerhouses. They are currently our 14th largest trading partner thanks to our healthy trade relations fostered by the Agreement on Trade and Economic Cooperation signed in 2011 (source 19). Our positive trade relations have led to a pro-American attitude for the vast majority of Brazilians (source 20). The graph below shows our trade relations with Brazil over the last 20 years or so. They consistently import more of our goods than we import of theirs, which proves the point that they see our products as prestigious and import them as a way to mimic what they perceive to be high status.

Figure 1. U.S. Merchandise Trade with Brazil



Source: CRS using U.S. International Trade Commission data.

SOURCES

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