



## **IN THREE WEEKS ...., MAKEUP IN SAOPAULO TWO-INTENSIVE DAYS OF CONFERENCES**



**Outstanding! This is what best describes the conference programme this year in Sao Paulo. Nearly forty speakers will succeed one another during two days on the podium of the Centro Rebouças Conference Room in Sao Paulo, on 7 and 8 December next. Topical, "hot" issues ranging from the development of makeup in South America to major international trends. On this occasion, we would like to thank again all the speakers who will be taking part to this fourth edition of MakeUp in SaoPaulo.**

### **Day 1 (Wednesday December 7th)**

**1:00pm – 1:45pm: "Global beauty trends in Make Up"**

Conference by: Juliana Martins, Beauty and Personal Care Analyst at MINTEL

**2:00pm – 2:45pm: "What's in & What's hot from Asia"**

The recent and impactful makeup trends & products from Asia.  
Conference by: Florence Bernardin, Information & Inspiration.

**3:00pm – 4:30pm: "What's up in Nails and Make Up in Brazil?"**

**3:00pm – 3:30pm: "The old, the new and the future: Make Up advertising in Brazil since 1970s"**

Conference by: Gustavo Boaventura, Editor Cosmética em Foco and Gisely Spósito.

To look towards the future we must always visit the past. So in this presentation we analyze makeup advertisements in Brazil since 1970s in search of future trends in marketing approach of such products.

Our focus is to speak useful content for both marketing and R&D professionals when pointing interesting examples of how was makeup advertisement from the middle 20th century to today... and propose what we believe will be in the trends for the next years. As an example: in middle 20th century woman was shown as the perfect housewife but in 21th century the woman is independent and even nail polishers have funny naming. We also expect a colorful change in images and colorful options of products...

**3:40pm – 4:00pm: "Global Nail Trend Forecast: Upcoming Key Colors & Textures"**

Conference by: Fernanda Pigatto, Brazil Trend & Marketing, BeautyStreams  
Join a special Nail presentation by global beauty trend authority Beautystreams. Discover an exciting breakdown of not-to-miss trends from the Spring/Summer 2017 international runways. Find out what's new in nail color, texture and application from the latest runway shows in New York, London, Milan, and Paris. Fernanda Pigatto, Beautystreams' Trend and Marketing Manager Brazil, will present editorial picks curated by their team of international runway editors. Beautystreams will also give an exclusive preview of their forecasted future trends to come. Ms. Pigatto will present the Beautystreams trend forecast based on the overarching theme is "Heroes".

**04:00pm – 04:30pm: Nail Polish – The Brazilian exception"**

Conference by: Gustavo Boaventura, Editor Cosmética em Foco and Gisely Spósito

Moderated by Charles-Emmanuel Gounod, Beautyworld Connexions and Vincent Gallon, Brazil Beauty News with the following participants:

- Lia Paperetti, Sales Director US& Brazil, Polychromatic

- Intercos – Drop Nail
- Gustavo Boaventura, Editor Cosmética em Foco and Gisely Spósito
- Fernanda Pigatto, Brazil Trend & Marketing, BeautyStreams

**Questions:**

1. Brazil is a key market for nail polish suppliers. How is the Brazilian nails market evolving (sales and prices)?
2. Beside price and colour, what are the main expectations of Brazilian women regarding nail polishes?
3. The Brazilian nail market is known to be price driven. How can suppliers combine low price and quality in this sector?
4. Probably because of the cost constraint, the offering on the Brazilian nails market seems limited compared to other big cosmetics markets. What would be the solutions to offer a more diversified range of nail products with a segmentation going beyond colours? What are the main avenues for innovation?
5. Most local Brazilian brands offer low-end nail polishes for very low prices, however there is apparently a shift toward more upmarket products. What is your opinion?
6. What are the main constraints nail polish suppliers have to cope with in Brazil?

**04:45pm – 06:00pm: "Formulas: The growing importance of Minerals & Natural Ingredients in Make Up formulations"**

Introduction by Dr. Luisa Oliva, Pharmacist D. MSc, R&D Technical & Marketing International Consultant: A brief introduction about trends and natural brands positioning in Brazil.

Followed by a round Table moderated by Vincent Gallon, Brazil Beauty News and Dr. Luisa Oliva, with the participation of:

- Alessandro Mendes, Director R&D, Natura
- Angelica Bekanich, Intercos
- Cristina Brito, Country Business Development Manager at Chromavis do Brasil - Fareva Group
- Thiago Terada, Sustainability and Corporate Affairs Manager, Beraca Ingredientes Naturais
- Cristiane de Moares, Brazilian Representative, UEBT- Union for Ethical BioTrade
- Jens Schmitt, LabPhyto ; Formulator expert in Bio and Natural MakeUp formulation

**Day 2 (Thursday December 8th)**

**12:15pm – 1:00pm: « The history of Make-up and the Brazilian labor market »**

Conference by : Simone Tinelli, Atelié de Maquillagem

**1:00pm – 2:00pm: "The transformation of beauty retail in Brazil: Towards an Omnichannel model?"**

**- Evolution in the POS**

Conference by: Valeria Grossman, 100 Degrés Brazil

**- Digital Beauty in Brazil**

Conference by: Paola Costa, Chief marketing Officer & Luxe Division General Manager L'Oréal Brazil

**- Digital sampling**

Conferences by: Walteno S. B. Da Silva, LATAM Sales and Marketing Director Arcade Beauty & Daniel Almeida, ADHESPAC

**2:00pm – 2:30pm: "How to achieve successful Omnichannel Retailing?"**

Roundtable moderated by Vincent Gallon, Premium Beauty News with the participation of:

- Valeria Grossman, 100 Degrés Brazil
- Walteno S. B. Da Silva, LATAM Sales and Marketing Director Arcade Beauty
- Daniel Almeida, ADHESPAC

**Questions:**

1. With a very large territory and a population highly connected to the internet, Brazil seems to be the best illustration of the importance of an omni-channel retail strategy. How can suppliers help brands to achieve such a strategy?
2. Samples are probably a key factor of success for an omni-channel strategy. What are the key innovations in this area?
3. Direct sales have long been a key retail channel in Brazil. How are the internet and social media transforming this channel?
4. How bricks-and-mortar shops can adapt to this new environment?

**2:45pm – 3:45pm: "What kind of packaging and applicators for a recovering industry in Brazil"**

Round table moderated by Charles-Emmanuel Gounod, Beautyworld Connexions.

**Questions:**

- 1) How to cope with constant cost pressure?
- 2) How to adapt manufacturing to the requirements of the Brazilian brands?
- 3) How to feed the need for constant need for innovation in Brazil?

With the participation of:

- Paola Froes, Sales & Marketing Director, Albéa Brazil
- Ludivine Dervaux, Project Manager Brazil, Cosmogen

- Flavio Unikowsky, Latin America Director, Cosmogen
- Mariana Fonseca, Sales Director Brazil & Latam, Geka Brazil
- Meire Tescer, Commercial Director, Qualipac Brazil

**4:00pm – 4:15pm: "Political & Economic Overview on Personal Hygiene, Perfumery and Cosmetics"**

Conference by : Joao Carlos Basilio da Silva, President ABIHPEC

**4:15pm – 4:45pm: "The Brazilian Market for Make-Up"**

Conference by Daniel Fernandez de Oliveira, Market Intelligence Manager, ABIHPEC

**5:00pm – 6:30pm: "3 Ideas how to move out from the crisis in Brazil?"**

During this round table, we will debate on 3 ideas:

- The Lipstick factor; How lipsticks survive or even grow in crisis time?
- Export; in a difficult domestic market, is export a good way to grow our business?
- Product Innovation; despite the crisis, how consumers continue to search for new and innovative products?

Charles-Emmanuel Gounod, Beautyworld Connexions & Vincent Gallon, Brazil Beauty News will moderate this round table with the participation of:

- Sabine Oelschlegel, Marketing Director, Weckerle Cosmetics
- Nazish Munchenbach, Director Sales & Marketing, Granado
- Fernanda Pigatto, Brazil Trend & Marketing, BeautyStreams
- Marina Kobayashi, Science and Technology Council at Abihpec-Itehpec

**Partner**



**MakeUp in SaoPaulo**

**7 & 8 December 2016**

**Centro de Convenções Rebouças**