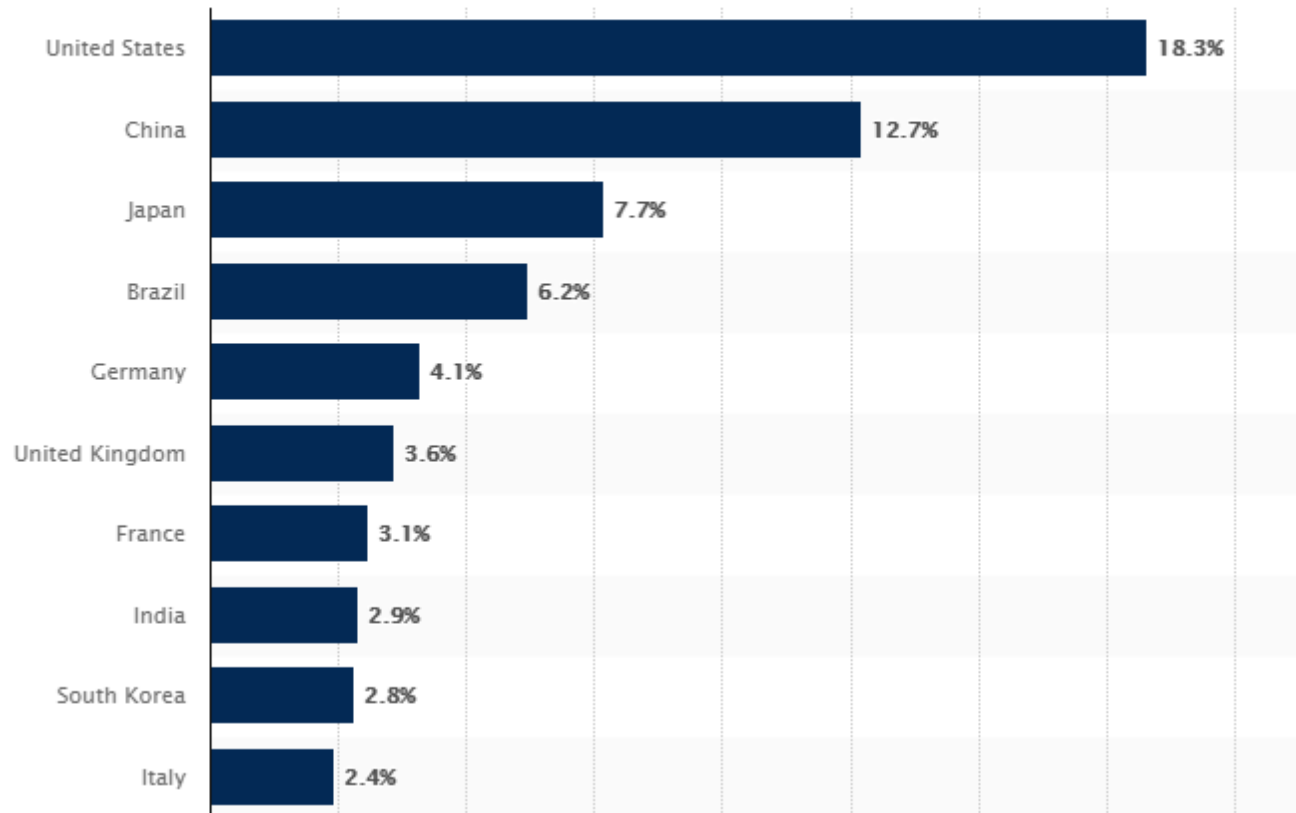


Americas Beauty Market

Why USA market is important?

Market share of leading cosmetics, fragrances and personal care products markets worldwide in 2018, based on revenue



Market share based on revenue

Source: Statista

Top Contributing factors to US Beauty Market Success:

- Consumer growing preference for natural and organic cosmetics and personal care products
- Growing demand for anti-aging products
- Increasing popularity of men's beauty and personal care products
- Emergent adoption of digital technology in the beauty industry

USA Beauty Market Trend- Beauty Retail Technology

EYE TRACKING

Smashbox is trialling a new ModiFace app that follows users' eye movements to see which products interest them the most, sending prompts to request more information or to buy the product.

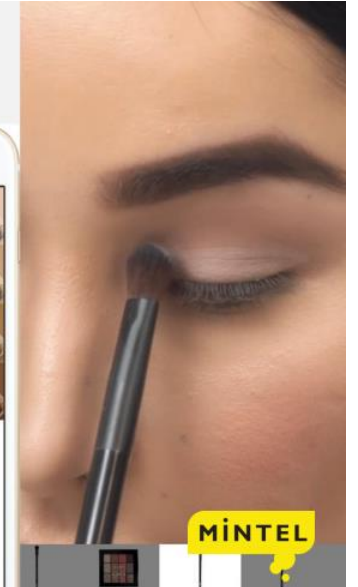
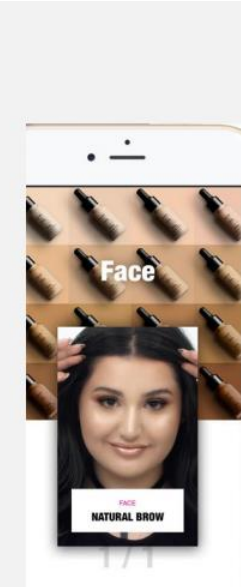
The result, says Smashbox, was a 27% increase in conversions to purchase over two months.



V-COMMERCE

NYX Professional Makeup's app features shoppable video tutorials, allowing viewers to add products to a shopping basket as the artist uses them, or shop the full look as a bundle.

Users can create personalised beauty profiles by swiping left and right on photos. The brand will use this information to help its NPD programme.

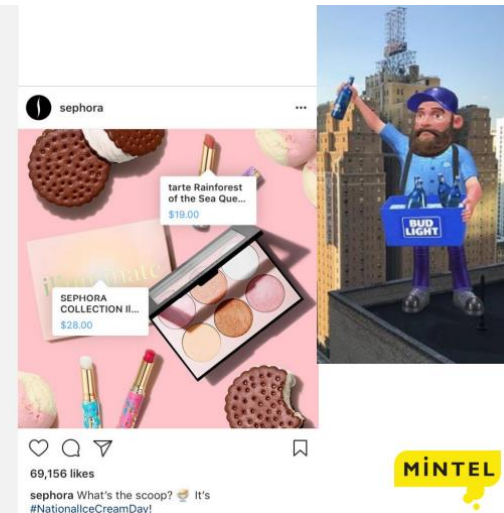


SOCIAL SHOPPING

Instagram is working with 20 retailers to test its shoppable platform extension.

Snapchat has opened their 3-D World Lenses to advertisers.

Taking advantage of ephemeral content on platforms like Snapchat or IG can afford brands the opportunity to offer 'specials' with a limited lifespan eliciting a sense of urgency (FOMO) to purchase.



Why east-coast?

WHICH STATE HAS THE MOST EXPENSIVE FACE?



Study done by Huffington Post noted women on the **east coast** have the most expensive routines, spending an average of **\$11 per day**, while women on the **west coast** generally have the least expensive daily beauty routines, spending around **\$4 a day**

MOST EXPENSIVE FACE	DAILY RATE
New York	\$11
Connecticut	\$11
West Virginia	\$11
New Jersey	\$10.50
Wyoming	\$10.50
California	\$9.50
Delaware	\$9
Iowa	\$9
South Carolina	\$9
Massachusetts	\$8.50

CHEAPEST FACE	DAILY RATE
Montana	\$3.50
Utah	\$4.50
Colorado	\$5
New Mexico	\$5
Maine	\$5
North Dakota	\$5.50
Vermont	\$5.50
Alabama	\$6
Mississippi	\$6.50
Ohio	\$7

Why Miami?

As the biggest market in the world, there is only *one* comprehensive beauty show- no show similar to scale on east-coast

Miami is gateway to the Latin American market

A serious business destination; multinational beauty corporations have South American headquarters in Miami

Miami is more cost effective to establish business than NYC

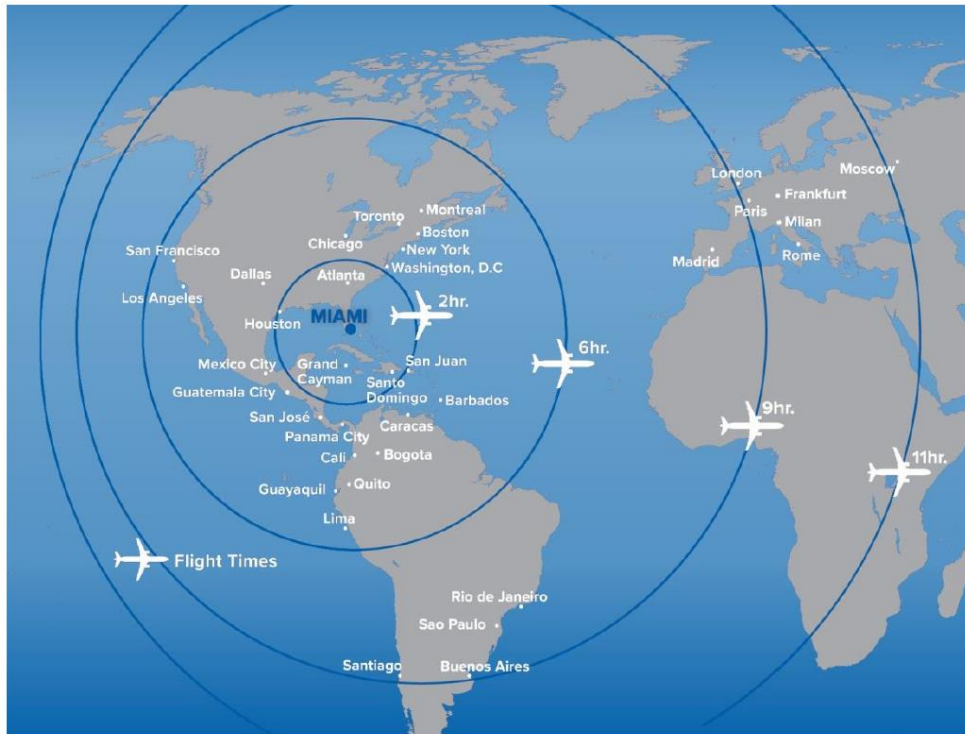
A destination for relaxation and resort; fun and enjoyable place after business

Miami has a diverse multilingual and multicultural population- Latin American and African American

Strong LATAM beauty culture

Miami- Connecting Americas

The U.S. gateway to Latin America.



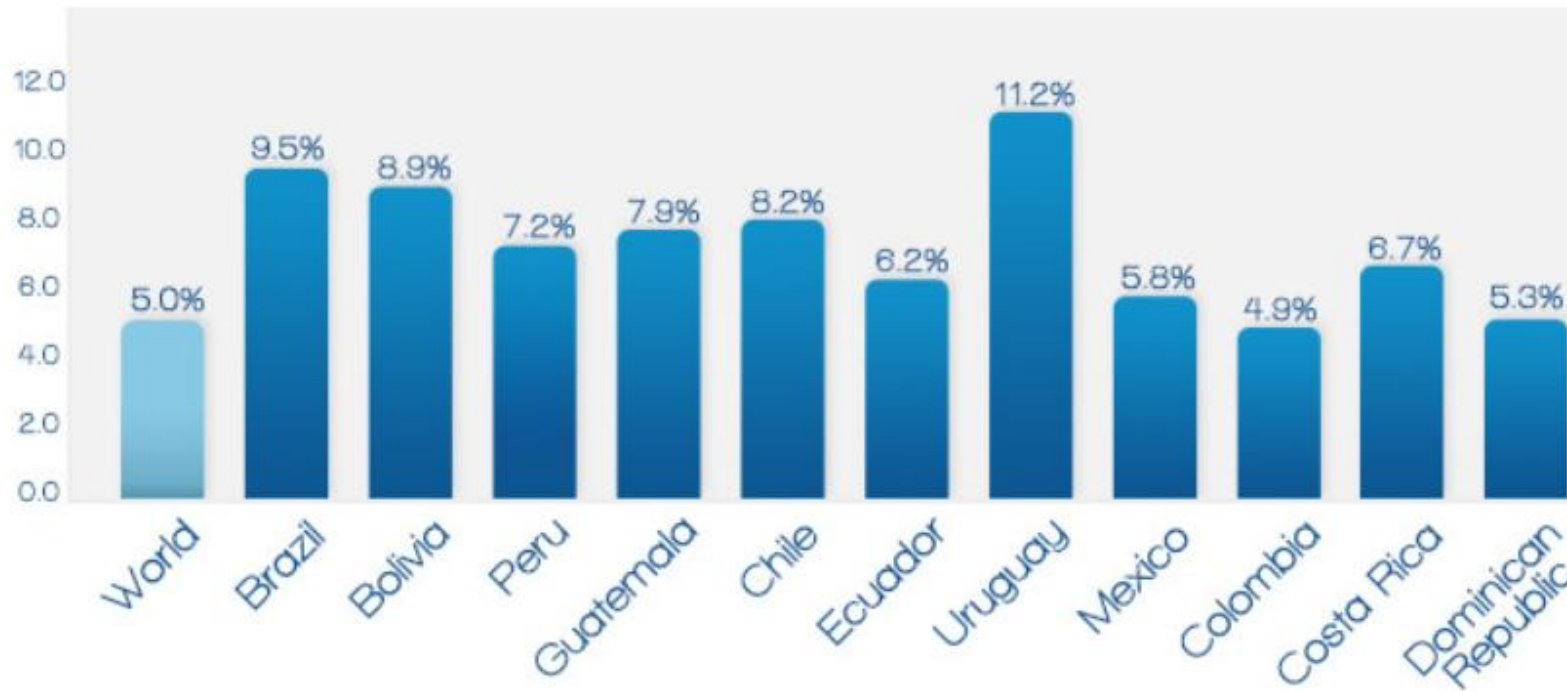
South American Visitor USA Destination	
Visitation to U.S. Destinations (% of profiled inbound)	2018
East North Central	3.95
Illinois	2.57
Chicago	2.46
Middle Atlantic	26.01
New Jersey	2.16
New York	24.68
New York City	24.45
Pennsylvania	1.53
Mountain	5.92
Nevada	4.23
Las Vegas	4.19
New England	4.12
Massachusetts	3.07
Boston	2.78
Pacific	9.36
California	8.60
Los Angeles	5.78
San Francisco	3.54
South Atlantic	65.56
Florida	59.94
Florida Keys	
Ft. Lauderdale	5.19
Miami	41.31
Orlando	31.18
Tampa-St. Petersburg	2.32
West Palm Beach	
Georgia	2.15
Atlanta	1.67
Washington, D.C. (metro area)	4.07
West South Central	5.16
Texas	4.59
Houston	2.43

South American Visitor USA Port of Entry	
(% of profiled inbound)	2018
Agana, GU	0.0
Atlanta, GA	3.5
Baltimore, MD	0.0
Boston, MA	0.8
Charlotte, NC	0.1
Chicago, IL	1.5
Cincinnati, OH	0.0
Dallas/Ft. Worth, TX	2.5
Denver, CO	0.1
Detroit, MI	0.3
Ft. Lauderdale, FL	6.3
Honolulu, HI	0.1
Houston, TX	3.3
Las Vegas, NV	0.7
Los Angeles, CA	5.0
Miami, FL	43.1
Minn./St. Paul, MN	0.0
New York, NY	14.4
Newark, NJ	2.6
Orlando, FL	11.4
Philadelphia, PA	0.1
Pittsburgh, PA	0.0
Portland, OR	0.0
Sanford, FL	0.0
San Francisco, CA	0.9
San Jose, CA	0.0
San Juan, PR	0.4
Seattle, WA	0.1
Washington, DC	1.4
Other Port	1.5

Source: US Department of Commerce- National Travel and Tourism Office

Why South America?

Beauty and Personal Care LATAM vs ROW



Compared to the rest of the world, the average growth rate of Latin American beauty market is higher than the rest of the world; therefore, greater potential and more opportunities.

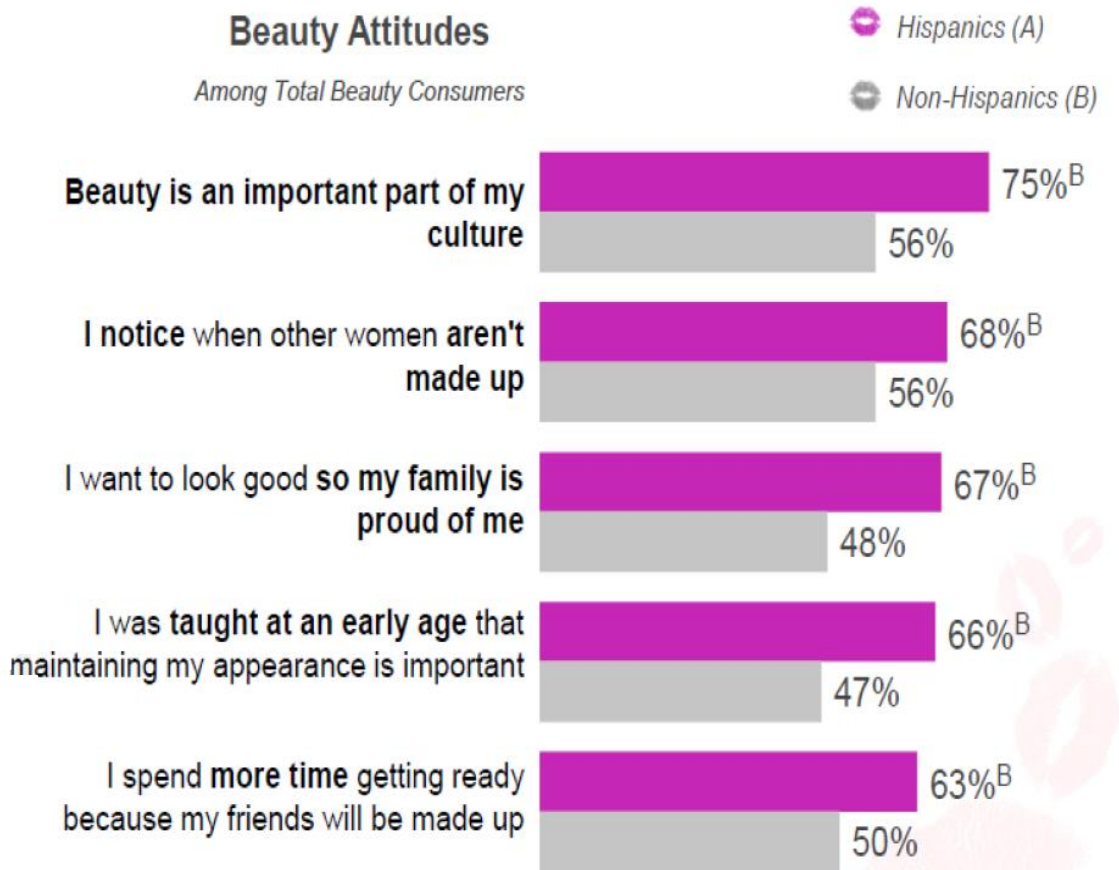
Source: Euromonitor International Ltd

Latina Beauty Mindset

Latin American women tend to have a notion that “outer beauty is a reflection of inner beauty.”

Outer appearance and beauty is taken seriously at it is a representation of oneself and that you have respect for those around you.

With this perception on beauty, the Latin American population influences significant consumption of the beauty market.



Source: Miami-Dade Beacon Council