

The Multi-Ethnic Hair Landscape — Brazil's Curl Revolution & Lipid Nutrition — Market & Science Review 2020

Por Cristiano Ricardo · Publicado em 29/09/2020

University lecture by Prof. Cristiano Ricardo on cosmetic science and consumer behavior in Brazil and Latin America, exploring the multi-ethnic hair landscape: brazil's curl revolution & lipid nutrition with colorful schematics and market cases.

Versão online e eventuais atualizações:

<https://cristianoricardo.com/post/the-multi-ethnic-hair-landscape-brazils-curl-revolution-lipid-nutrition-2020-09-29>

Trichology & Multi-Ethnic Consumer Dynamics · Brazil & Latin America Insights

Brazil is globally recognized as the most diverse hair market on earth, transitioning from harsh chemical relaxers to full natural curl empowerment.

Market Dynamics & Formulation Architecture

Type 2 (Wavy)

Lightweight hydrators

Type 3 (Curly)

Murumuru Butter + Definition

Type 4 (Coily/Afro)

High Lipid Load (Cupuaçu)

The Structural Fragility of Elliptical Hair Fibers

Curvature types 3A to 4C (Walker scale) feature an elliptical cross-section with uneven cuticle distribution and frequent torsion points where tensile strength drops drastically. Natural sebum secreted at the scalp cannot travel down the tight helical coils, leaving the fiber chronically dry and susceptible to breakage.

The 'Cronograma Capilar' (Capillary Schedule) Phenomenon

A distinctly Brazilian consumer behavior wherein users rotate hair masks across three specific metabolic pillars: Hydration (sugars, aloe, panthenol), Nutrition (plant butters like Murumuru, Tucumã, and Shea), and Reconstruction (hydrolyzed keratin, amino acids). This

ritualized routine creates multi-product basket purchases.

Clean Formulation Movement: Low-Poo and Co-Wash Demands

Widespread consumer rejection of harsh sulfates (SLS/SLES) and non-soluble silicones led formulators to adopt gentle amphoteric and glucoside cleansing bases alongside cationic conditioning surfactants (Behentrimonium Methosulfate) that detangle without weighing down curl elasticity.

Prof. Cristiano Ricardo

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