

Brazilian Papaya Shampoo a Hit Among Arab Kids

Contributed by Marina Sarruf
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Brazilian cosmetics company Nazca, apart from having won the Arab women with products for hair, has also found success among children in the United Arab Emirates, Qatar, Jordan, Saudi Arabia and Kuwait with their Acqua Kids hair product line. The company currently exports to over 15 countries.

According to the marketing manager of Nazca, Verônica Wolff, the company has been exporting to the Arab market since 2002, when they began their activities on the foreign market.

According to her, the Arab countries represent a strong market for the company. "The quality of the Brazilian cosmetics are appropriate for the high demands of the Arab consumers," stated Verônica.

"The Arab countries always make specific demands with regard to the products and packages. All our export lines go through a rigorous evaluation and are made compliant," stated the manager.

It was for this reason and for more adequate communication that Nazca decided to export its end products with text written in Arabic on the packages.

To promote their products on the foreign market, Nazca usually participates in sector fairs like Cosmoprof Bologna, in Italy, and Beauty Dubai, in the Emirates.

It was at these shows that Nazca presented the Arab market one of its most sold lines to women in the region, Sphere Plus, which counts on shampoos, conditioners, combing creams and hair oil.

The Nazca children line includes a series of products for hair and body like shampoo and conditioners specific for each kind of hair, untangling spray, gel for fixing and to give body, foot talcum powder and colognes for boys and girls.

"These products are of great success in Brazil and attracted great interest from the Arab children," stated Verônica. The differential of the children products is that they have a fruit scents, like papaya, peach, melon and strawberry.

According to Verônica, the opening of the Arab market to the West is greater by the day. "The doors are always open to us, who are proud of having one of the largest Arab immigrant colonies in the world," stated the manager, who believes that the Arab market is very promising.

Among the company strategies to increase sales in the region are participation in sector fairs, business roundtables and visits to customers. Nazca does not announce production and export figures.

Nazca was established in 1994 and the industrial unit is located in the city of Diadema, in the southeastern Brazilian state of São Paulo. The company currently has 350 employees and over 25 products turned to the hair and body of women, men and children.

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