

Brazilian Cosmetics Maker Wants a Piece of the World

Contributed by Isaura Daniel
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Rosatex, a manufacturer of cleaning products and cosmetics from Brazil

created, last year, an export department and began exporting on a regular basis. Buyers are currently located in Cuba and in Angola. Next on the list is the United Arab Emirates, where the company participated in trade fairs, also last year.

The company has closed sales deals with the Emirates for one of its cleaning product brands, Amazon H2O, and is finishing negotiations with a local distributor for its cosmetics. The information was supplied by the Public Relations at the company, Talita de Oliveira Santos.

The new business deals resulted from Rosatex's participation in Beautyworld Middle East, a trade fair for the beauty sector held last month in Dubai. A company representative is still in the region concluding negotiations, according to Talita, who also attended the fair.

"We saw that people were interested, especially in cosmetics. The women love to take care of themselves, and our product is natural, of vegetable origin, which is what they want."

In addition to the Amazon H2O brand, which was launched this year and offers biodegradable products, Rosatex also manufactures cleaning products under the brand Urca. Items range from powder soap to detergents, disinfectants, softeners and steel wool.

Rosatex owns a company, Force News, for manufacturing the cosmetics, which are then sold under brands Neotrat, Viva Beleza and Charm's. The flagship is the shampoo, conditioner, and hair and skin lotion line, but the company makes other items as well, such as oils and makeup.

Rosatex started exporting in 2002, but up to 2007 it had only made sporadic foreign sales to Africa, according to Talita. She informs that approximately 5% of production is exported, but that the company's goal is to increase foreign shipments.

Having a distributor in the Emirates should boost sales in the Arab country. Rosatex is also seeking a distributor for its cleaning products in the local market there.

Rosatex was founded in 1976 in the city of Guarulhos, in the Greater São Paulo, where it has a factory until this day. Last year, the company signed a partnership deal with Sinimplast, which now makes the packaging and packs the products.

Rosatex has a branch in the state of Recife, in the Brazilian Northeast. The company also inaugurated an industrial plant in the state of Mato Grosso, in the Midwest, this year.

Service

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