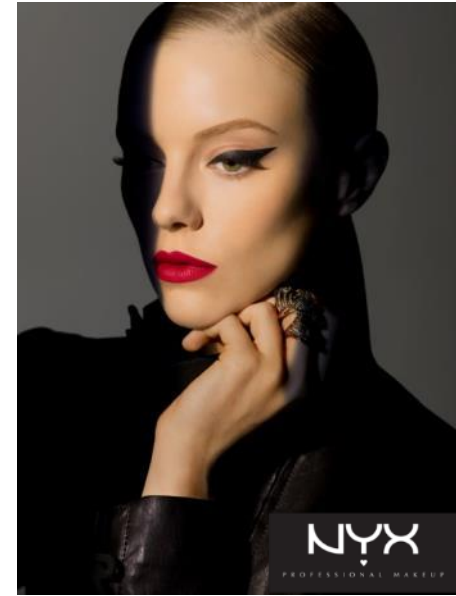






we do not believe in rules for make up

**we believe that there's no right
or wrong. what really matters is
to feel beautiful.**



our brand inspires
and helps women
to find their own
way in beauty



freedom in
beauty



**quem
disse,
berenice?**



make up
expert

**closer, high quality
and affordable**





over 500 products

100+ lipsticks

30 eye pencil

68 eye shadow

50 nail polish

34 foundations

60+ accessories



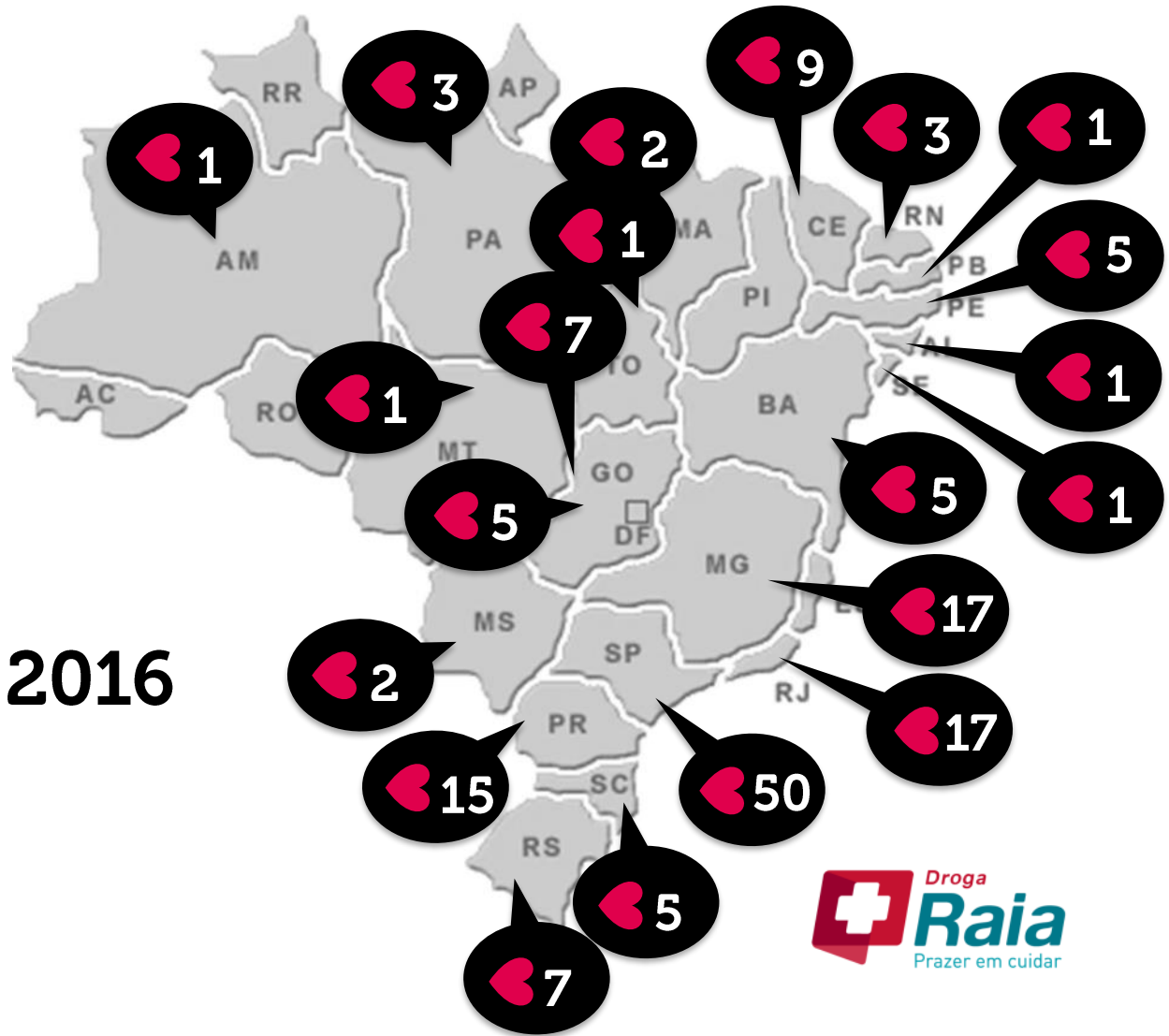
you can find
us all over the
country...

200 stores

59 cities

21 states

120 pharma by 2016



over 11 brand statements per day

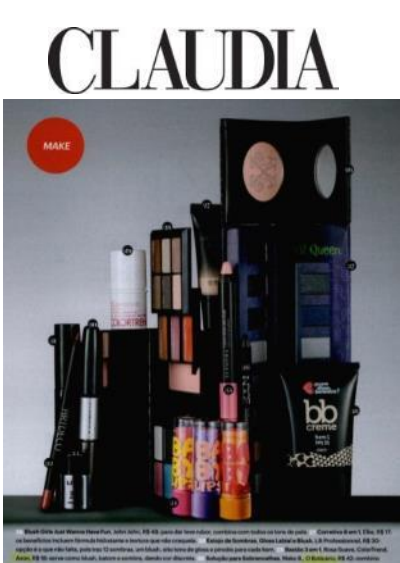
2.882
in blogs



1.778
in sites or press



over 4.600
statements in 2015/16





uncompromising quality



price point
between

bourjois and maybelline



lipstick



bourjois	R\$ 49,00
revlon	R\$ 37,90
qdb?	R\$ 31,90
maybelline	R\$ 15,50

eye pencil



bourjois	R\$ 30,00
revlon	R\$ 45,95
qdb?	R\$ 27,90
maybelline	R\$ 13,15



quem disse, berenice?

playground!

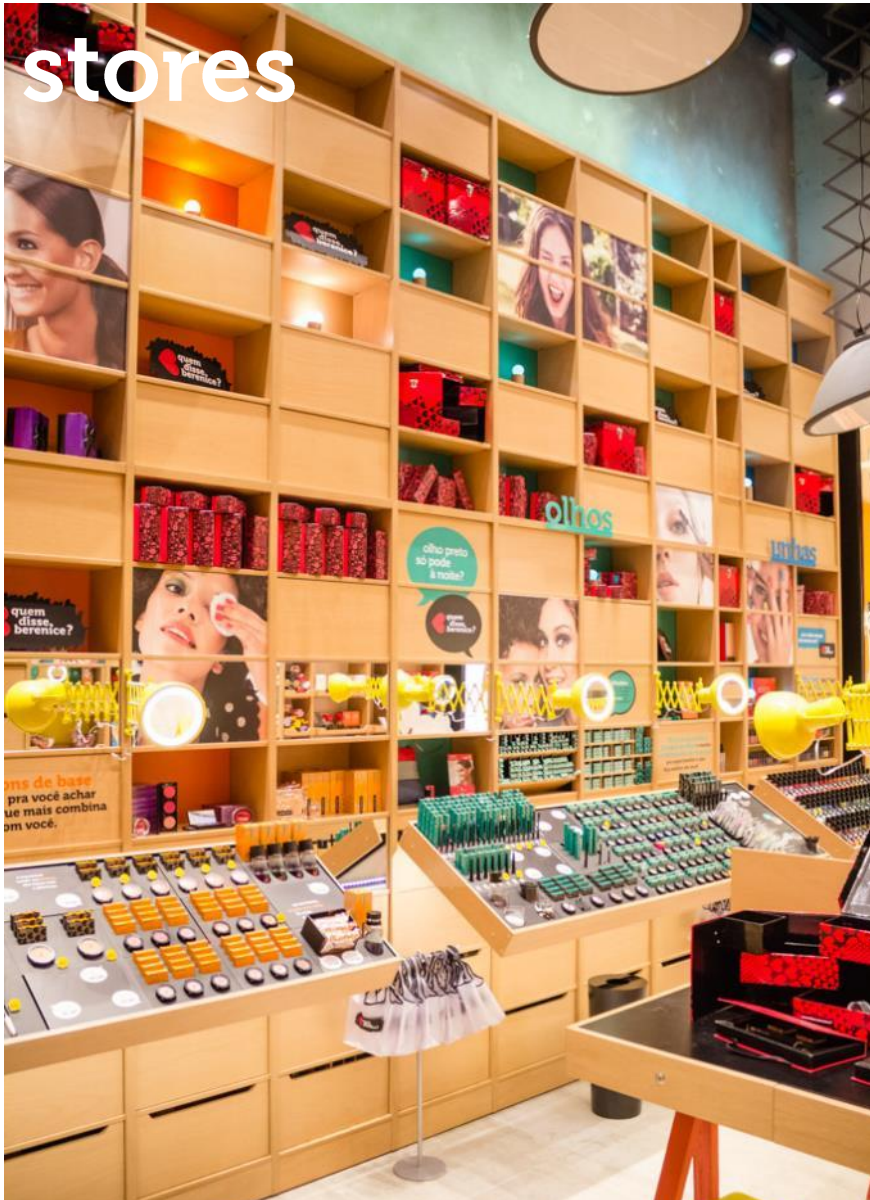




experience

stores







kiosks



travel retail



MAQUIAGEM drugstores

