

A photograph of Bianca Andrade, a woman with long dark hair, smiling and speaking into a microphone. She is wearing a dark top and has a tattoo on her left arm. The background is dark with purple lighting.

# BIANCA ANDRADE: FROM FAVELA TO FORBE'S

Bianca Andrade: From Favela to Forbe's

Bianca Andrade at Rio Web Summit  
2024

INTRO

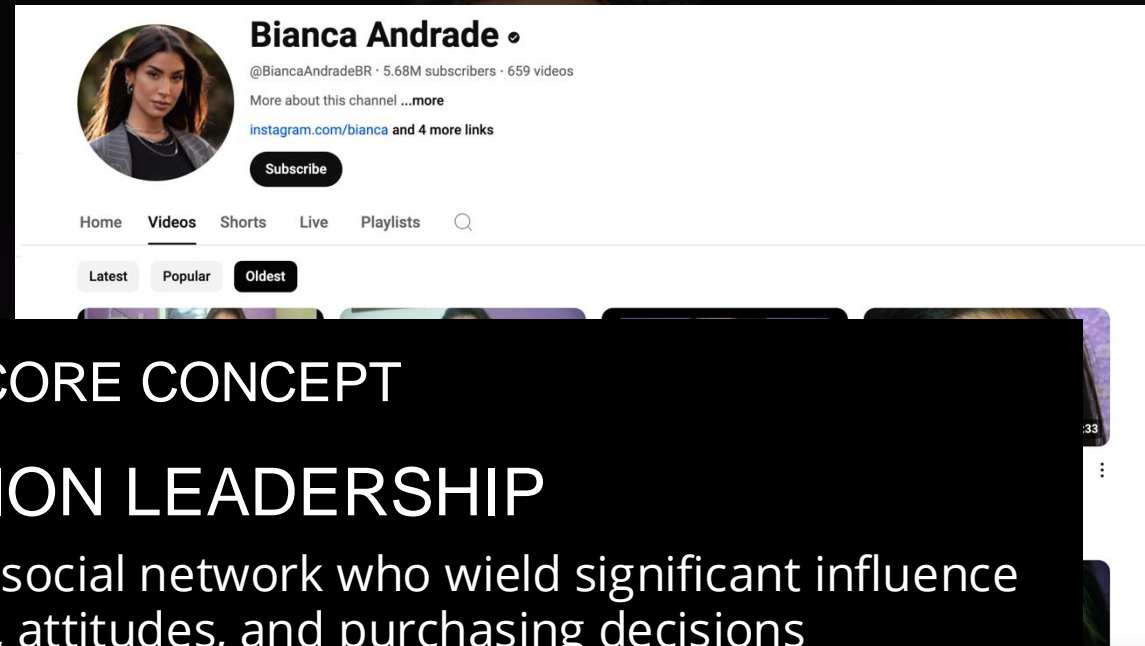
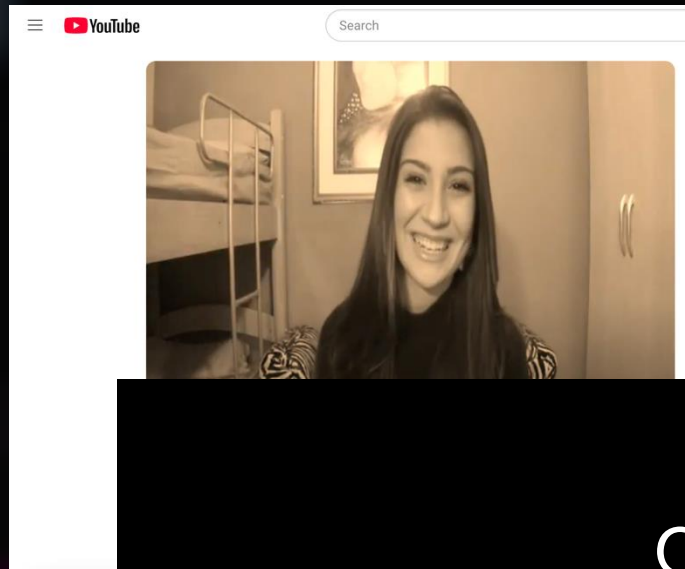


## CORE CONCEPT

## FAST-STRATEGY

individuals who prioritize early reproduction and higher investment in offspring quantity, often exhibiting traits and behaviors that enhance short-term survival and reproductive success

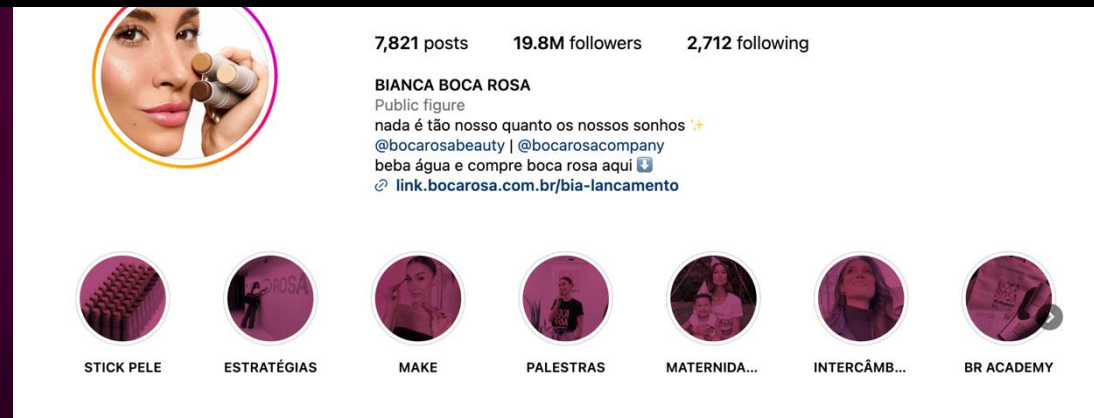




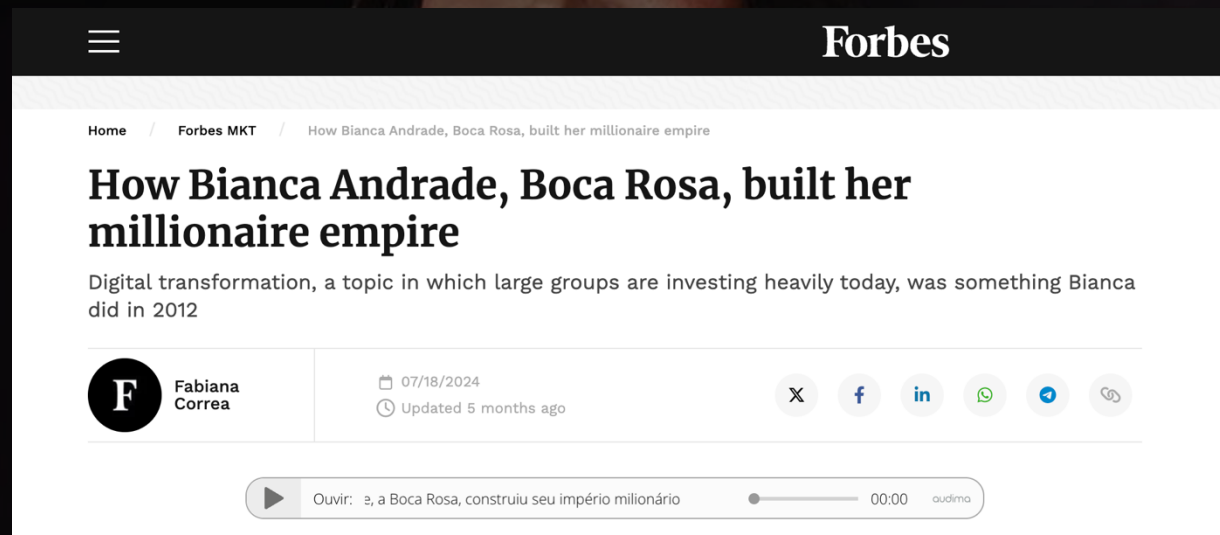
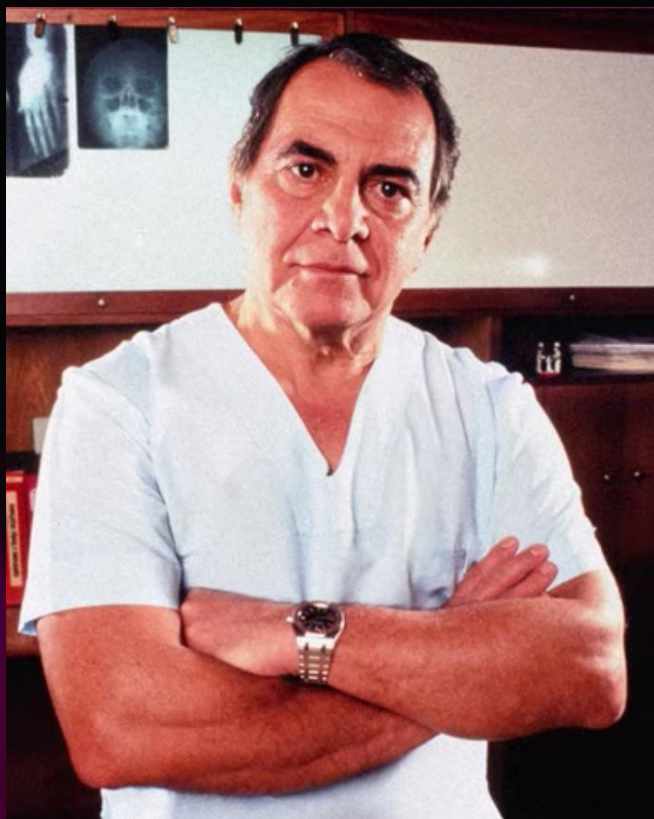
**CORE CONCEPT**

**OPINION LEADERSHIP**

individuals or nodes within a social network who wield significant influence over others' beliefs, attitudes, and purchasing decisions







“one day, it will be clear that aesthetic surgery brings the desired serenity to those who suffer by being betrayed by nature.”  
Ivo Pitanguy





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Painting of Portuguese explorers arriving in Brazil

HISTORICAL  
CONTEXT



A historical painting depicting the arrival of Portuguese explorers in Brazil. In the foreground, a Native American man stands on a rocky shore, holding a bow and arrow, looking towards the sea. In the background, several large sailing ships with multiple masts and sails are anchored in the bay. The sky is blue with scattered white clouds. The overall scene captures a significant moment in the history of colonialism.

Portuguese

CORE CONCEPT

## INTRASEXUAL COMPETITION

the struggle between members of one sex to increase their access to members of the other sex as sexual partners

large indigenous population & small number of slaves, usually of African origin





Brazil: The Beautiful People

Two Brazilian Models

Women in Brazil



Literacy Rate = 94.69%

Literacy Rate among women = 99.55%



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Two Brazilian Models

## Women in Brazil





Classified as a natural and Open Access State

Corruption Score = 36

GDP Per Capita = \$8,000 - \$9,000 (2022)

GDP Per Capita (PPP) = \$18,000 - \$19,000





Bianca Andrade: From Favela to Forbe's

Women looking at cosmetic products in Brazilian store

MODERN CULTURE





Bianca Andrade: From Favela to Forbe's

Bianca Andrade for her brand Boca Rosa

## MARKET IMPLICATIONS



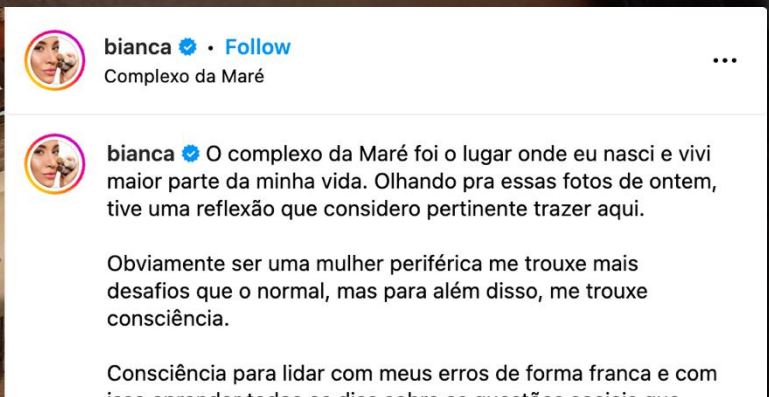
Brazilian makeup market value= \$1,766.5 million(2022)

2027 projected value= \$2,033 million (15.1% increase)

Brazil accounts for 7.4% of the makeup markets  
in all the Americas



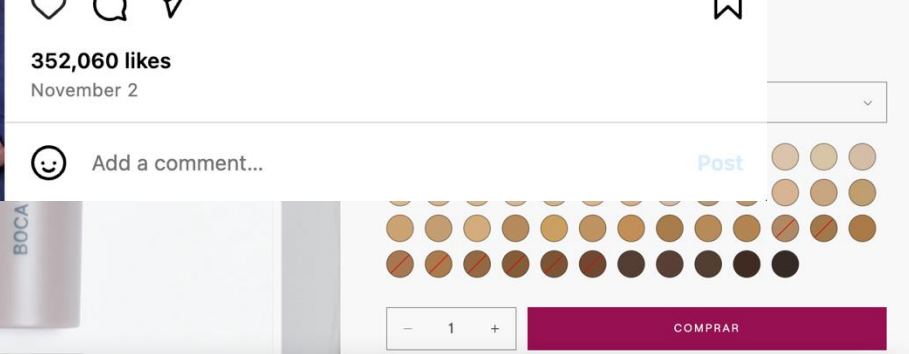




CORE CONCEPT

# OUTGROUP DEHUMANIZATION

the psychological process through which individuals or groups perceive members of an outgroup as less than fully human



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Bianca Andrade for her brand Boca Rosa

## MARKET IMPLICATIONS





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CONCLUSION