



# BIANCA ANDRADE: FROM FAVELA TO FORBE'S

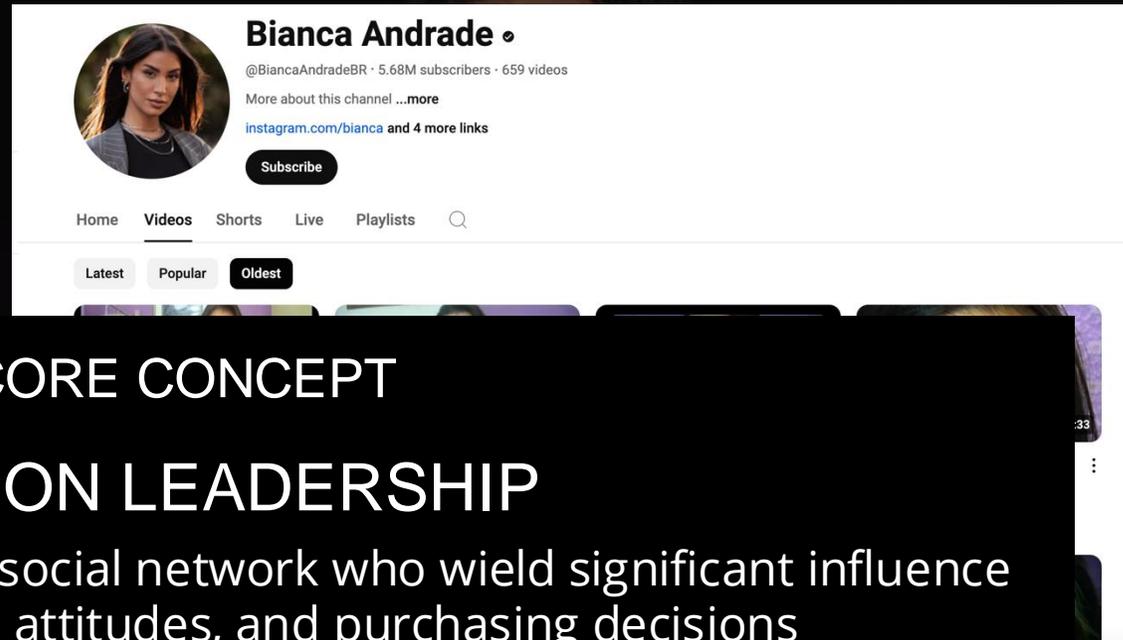


## CORE CONCEPT

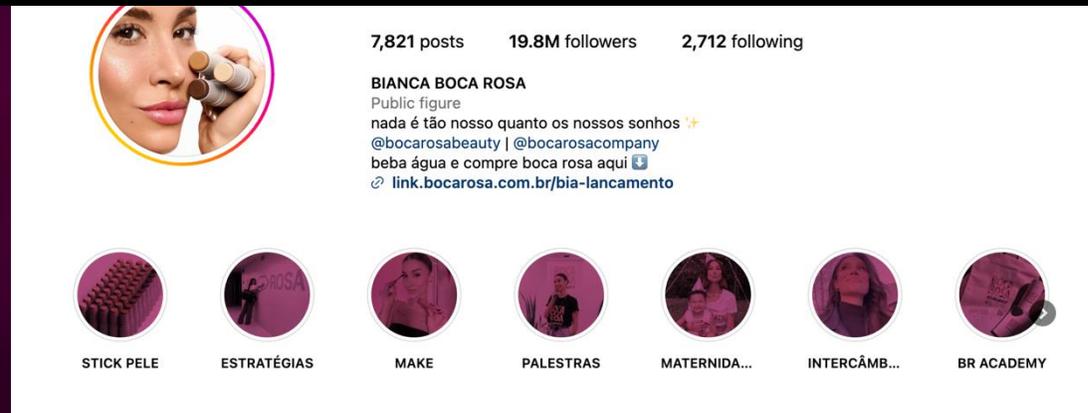
# FAST-STRATEGY

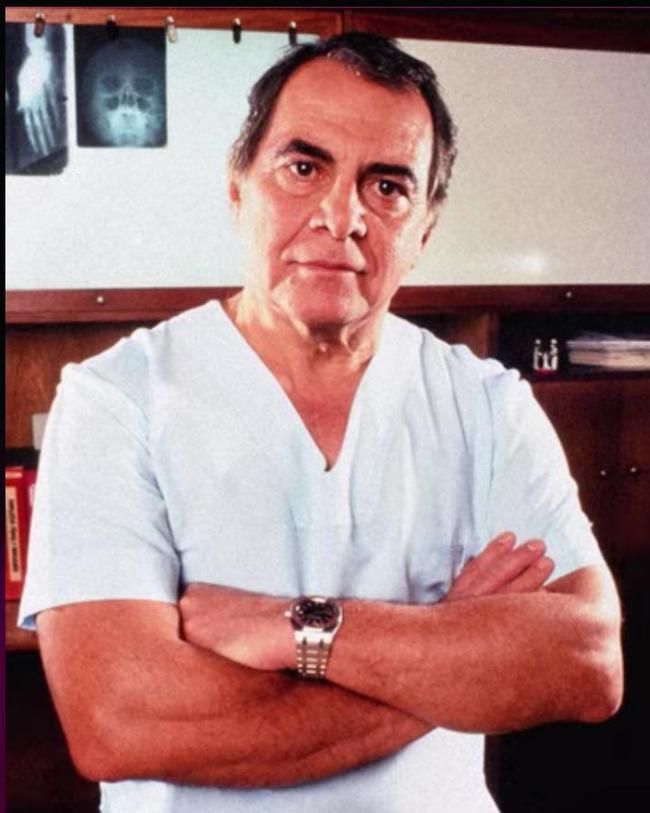
individuals who prioritize early reproduction and higher investment in offspring quantity, often exhibiting traits and behaviors that enhance short-term survival and reproductive success





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





The screenshot shows the Forbes website interface. At the top right is the 'Forbes' logo. Below it is a navigation bar with 'Home / Forbes MKT / How Bianca Andrade, Boca Rosa, built her millionaire empire'. The main headline is 'How Bianca Andrade, Boca Rosa, built her millionaire empire'. Below the headline is a sub-headline: 'Digital transformation, a topic in which large groups are investing heavily today, was something Bianca did in 2012'. The author is 'Fabiana Correa', with a profile picture showing the letter 'F'. The article was published on '07/18/2024' and was 'Updated 5 months ago'. There are social media sharing icons for X, Facebook, LinkedIn, WhatsApp, Telegram, and Email. At the bottom of the article preview is an audio player with a play button, the text 'Ouvir: a, a Boca Rosa, construiu seu império milionário', a progress bar, and the text '00:00 audímo'.

“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



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%

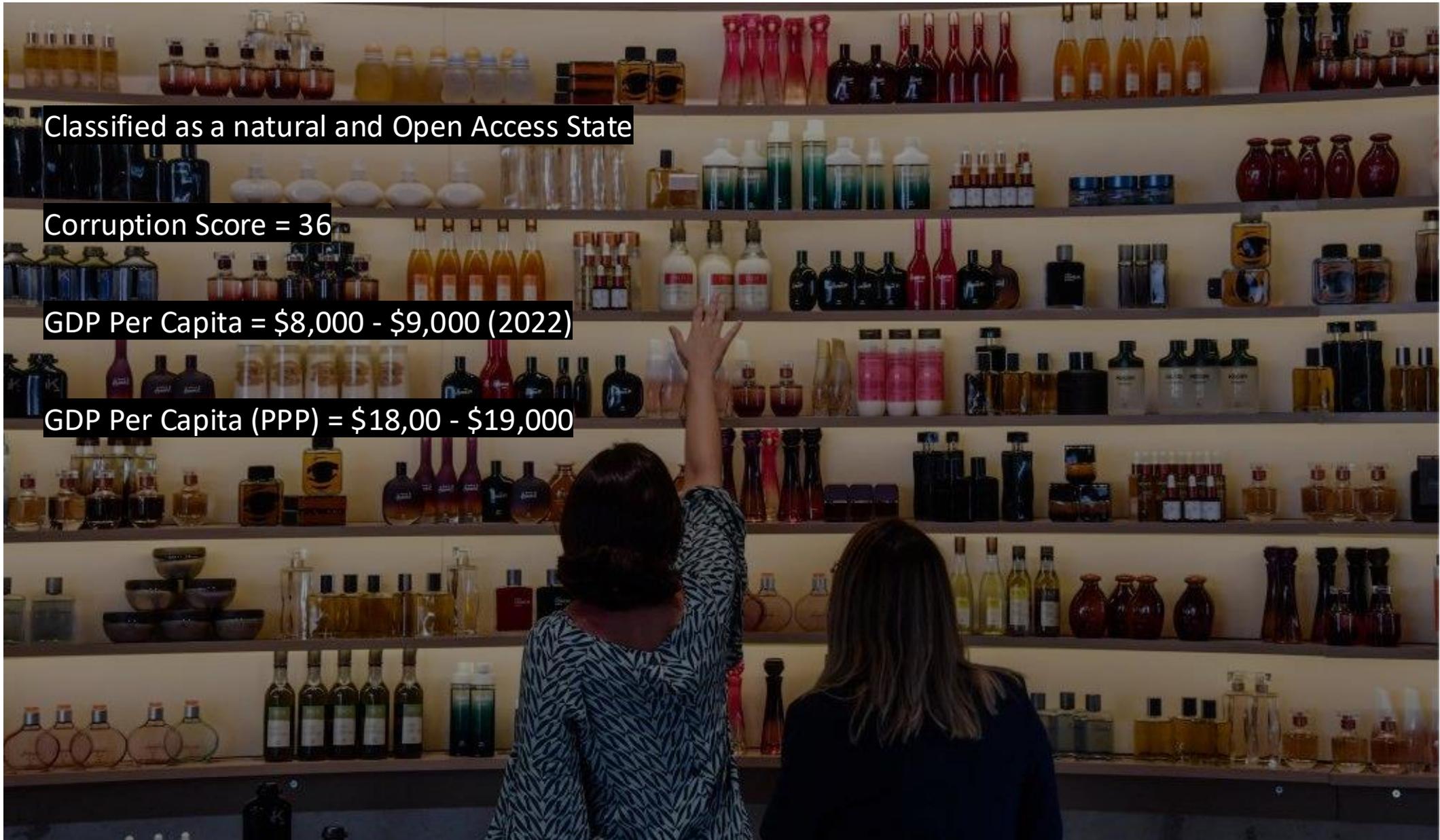
Literacy Rate among women = 99.55%



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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



  
**Agência Nacional  
de Vigilância Sanitária**



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



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Bianca Andrade for her brand Boca Rosa

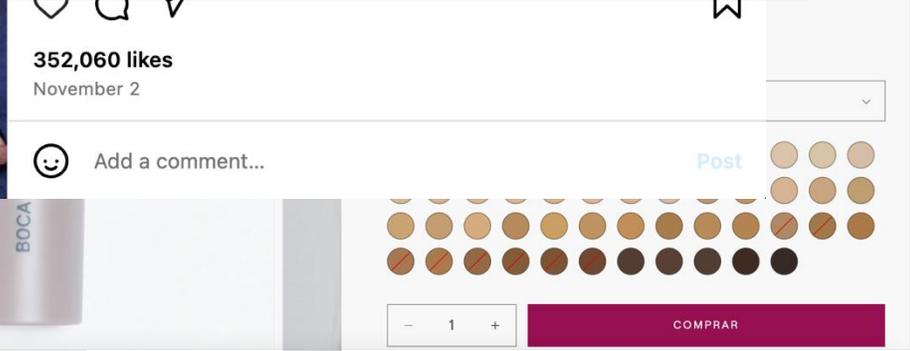
## MARKET IMPLICATIONS



**CORE CONCEPT**

**OUTGROUP DEHUMANIZATION**

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





Bianca Andrade: From Favela to Forbes's

Bianca Andrade at Rio Web Summit  
2024

CONCLUSION