



Instituto
Beleza Natural

Seu cabelo naturalmente solto



Natural Beauty

Your hair naturally untied

- Beleza Natural is a beauty company formed by six **salons**, a **factory** and a **training center**
- Its main business is the salons, that are specialized in **tightly-curled** and **wavy hair**

Brazil is the land of tightly-curled hair:
70% of the population have hair that is to a greater or lesser degree crispy in texture



For a long time,
tightly-curled and
wavy hair was a
synonym of low
self-esteem





When we go for our dreams,
anything can happen

Entrepreneurship & Partnership



First salon



**Founded 1993,
in Rio de Janeiro, in a tiny
unassuming storefront**

Beleza Natural today

- 6 beauty salons
- 35.000 clients per month
- 616 employees
- 80 tons of products produced every month





Salons big and spacious, of about 10.764² feet
Rooms for different kinds of treatments





What makes the
difference?

Valores da Empresa

Zelo

Respeito e honestidade no trato com clientes internos e externos, preservando a transparência das relações e o atendimento encantador.

Inovação

Busca constante por inovação, por soluções confiáveis e eficazes, com alto padrão de qualidade.

Competência

Compromisso com o resultado e veracidade de propósitos. Promoção por meio da elevação da auto-estima.

Ambiente

Ambiente limpo, agradável e de qualidade.

& Equipe

Valorização e desenvolvimento profissional dos indivíduos, trabalhando em equipe, com sinergia.



Company Values

Zeal

Inovation

Competence

Environment

& Team

Our people are our goal



- Job opportunities to people with no previous experience
- Team work
- Professional and personal growth



Motivation

- Human development programs



Making dreams come true

- Events with clients



Always searching for innovation

- Congresses and fairs
- Benchmarking visits
- Studying best models for business development and for management
- Partnerships with universities (MIT and Harvard) e other companies
- Quality Programs



Entrepreneurship



- Prizes: New Brazil Entrepreneurs (2005) and Entrepreneurs of the Year (2006)



EMPREENDER
-enDeavor

ERNST & YOUNG
Quality In Everything We Do

Visão

Fazer as pessoas mais felizes,
promovendo beleza e auto-estima.



Company Vision

To make people
happy, promoting
beauty and self-
esteem

Make the world
a better place
by promoting
beauty and
self-esteem

Bellezza Naturale

I vostri capelli sciolti naturalmente

Beauté Normale

Vos cheveux naturellement délié

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Natural Beauty

Your hair naturally untied

Natürliche Schönheit

Ihr Haar natürlich gelöst



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