

# **Colour Cosmetics in Ecuador**

April 2024

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#### 2023 DEVELOPMENTS

Goodbye to face masks, welcome back to colour cosmetics L'Oréal generating growing sales after its return to Ecuador Incorporating skin care elements is a new focus for colour cosmetics brands

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Recently imposed night curfews place limits on nocturnal social interactions Recovery in the supply of colour cosmetics to support sales growth Social Media set to become increasingly important for promoting colour cosmetics

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