Analysts Uneasy Over Avon’s Correction Strategy

The business posted sales declines across all geographies—except Latin America—in its most recent quarter.

Wall Street analysts are concerned about Avon Products Inc.’s strategy to focus on new geographic markets. The beauty company recently acquired Local Color Inc., a company with a larger business than Avon’s, in a region to support up-and-coming consumers. This is what it’s doing in the new market, but it’s not off the beaten path, the company said. The company has different strategies for the different regions in which it operates.

For example, the Brazilian business is slowing signs of improvement. There, Avon had sales declines in the quarter, executives said. But now that Brazil is on the mend, the company said it needs to do more. The region’s economy is showing some signs of improvement. But there’s still a lot of work to be done.

Avon has been making a lot of changes, including the new strategy in Brazil. The company has been investing heavily in new products and new advertising campaigns. The company has been trying to attract more customers and to differentiate itself from its competitors. The company has also been focusing on improving its supply chain and reducing costs.

With the new strategy in place, the company is hopeful that it will see improvement in its business in the future. The company is also looking to expand its business in other countries, including Brazil and Russia. The company is looking to expand its business in the Middle East and Africa, as well.

Sophia Hutchins Eyes A Slice of the Clean Beauty Market

Sophia Hutchins is entering the clean beauty market. The 23-year-old executive director of the Cynthia Jenner Foundation spoke about her new SPF line, Lauma Beauty, at an intimate dinner at the Upper East Side home of Susan Rockefeller on Wednesday evening.

Other attendees of the event included designer Vera Wang, Parsons School of Design dean Joel Tow, beauty entrepreneur Senaye Dolester and documentary filmmaker Mark Bouska, whose film "The Dawn of Bill Cunningham" was released for release in July.

Notably absent was David Rockefeller Jr., the businessman, philanthropist and grandson of the U.S. first family. His wife, Susan Rockefeller, attended the event.

New business is targeting the clean beauty market, which is growing at a rapid pace. The market is expected to reach $1 billion in the next few years, according to a report from Grand View Research.

"We’ve opened a new line of products," said Hutchins, adding that the products are eco-friendly and non-toxic. "We’ve also added new products that are more affordable than our previous line of products."

"The reason we’re here is to talk about sustainability in the business. As we keep talking about these new formulas that are eco-friendly and non-toxic, they’re being embraced by consumers."

One of the guests invited to speak about their work on sustainability was Amy Ziff, founder and executive director of Made Safe, a nonprofit that provides certification for non-toxic products, from personal care to household products and beyond.

"I think it’s important that the products we use on a daily basis should not be toxic," she said, noting she has gone from working with 12 companies to 100 in the space of just three years. "We’ve innovated our way into an industry problem and we can innovate our way out of this problem."

While Ziff didn’t name names, she continued that she’s working with two major companies with brands on developing non-toxic products.