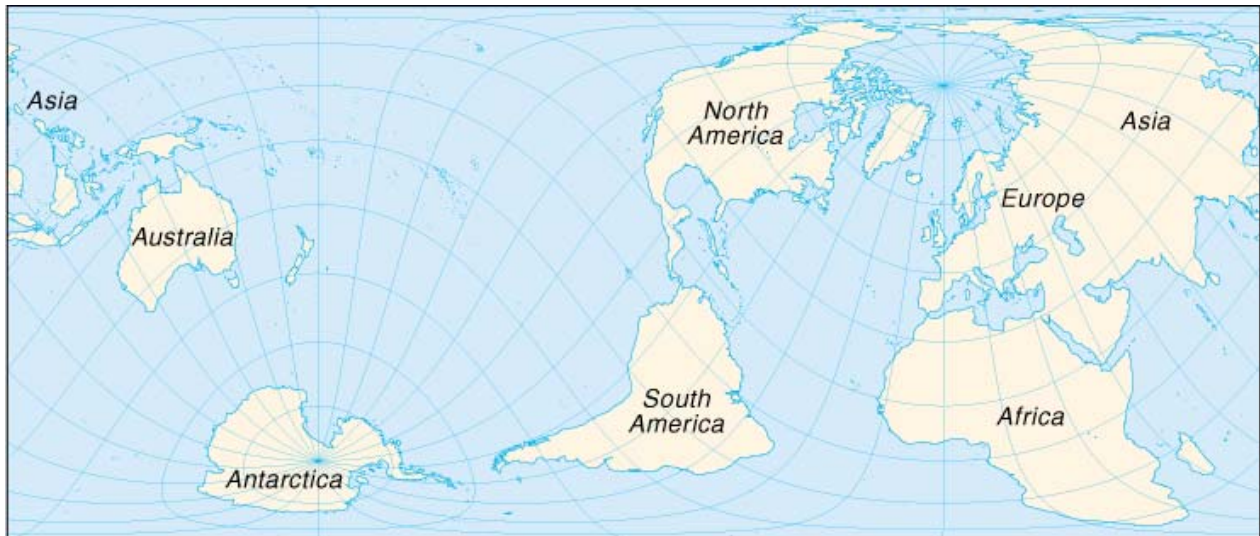


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# The 2000-2005 World Outlook for Facial Make-up



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# 1 INTRODUCTION

## 1.1 OVERVIEW

The liberalization of markets has led to record levels of international investments. Icon Group's primary mission is to assist international managers to better plan and implement strategies in a global economy. It does so by providing various specialized industry reports, databases, publications and services to its clients. This report is one of many published by Icon Group Ltd. to assist executives and planners in monitoring and analyzing world markets. In addition to industry-specific studies, Icon Group Ltd.'s reports cover human resources management, export strategies, investment strategies, entry & marketing strategies, political and economic risk assessments and legal trends (e.g., intellectual property, licensing, and corruption).

This report covers the world outlook for facial make-up across 235 countries. For each year reported, the estimates are given for the latent demand for the country in question. Icon Group uses a number of proprietary econometric models which project economic changes within each country and across countries. From there, market potential estimates are created. The units used in this report are: million US \$.

As shown in the report, the market potential for facial make-up is expected to reach \$10,902.80 million by 2005. The distribution of the world market, however, will not be evenly distributed across regions. Asia will be the largest market with \$3,819.54 million or 35.03 percent, followed by North America & the Caribbean with \$3,028.11 million or 27.77 percent, and then Europe with \$2,747.38 million or 25.20 percent of the world market. In essence, if a firm targets these top 3 regions, they cover come 88 percent of the world wide demand for facial make-up.

## 1.2 MARKET POTENTIAL ESTIMATION METHODOLOGY

Icon Group uses a number of methodologies to create market potential estimates for products and services across markets, whether at the level of a region, country, or city. In this report, two modelling approaches are used. The first involves modelling the economic fundamentals of each market over time. This is based on standard models of economic growth (e.g. focussing on growth of income, or gross domestic product per capita). The second approach is more subtle.

The second approach involves collecting information on the market size or market potential for the particular product or service in question, typically in national currency, and translating these into a common currency. Icon Group uses the U.S. dollar as its common currency across markets. For some categories and markets, basic demand indicators are reported in national statistics, as is mostly the case for the United States and other developed markets. In most of the world's 230 countries, however, few statistics are available. For these, Icon Group uses econometric models to estimate these markets, and forecast these over time. As true for all

forward-looking economic forecasts, certain critical assumptions must be made. Two types of assumptions are made for the models used in this report. The first type covers the socio-economic and global environment. In essence, Icon Group assumes that dynamics seen in the past are likely to continue in the future, without major discontinuous changes. For example, if a city, country or region has not seen civil strife, major recessions, or substantial foreign exchange or currency changes, this is assumed to be the case over the forecast period. Likewise, the worldwide demand is foreseen to progress in a fashion similar to that seen in historical figures, based on aggregated data collected at the national level. The extent to which these assumptions are violated in the future will surely affect the accuracy of the forecasts presented here.

The second type of assumption is of greater importance, especially for those markets where insufficient local information is reported in the public domain, or in markets where there is higher uncertainty. Here, we use cross-country econometric models of demand, often called a cross-sectional pooled time series models with varying parameters. In simple terms, we assume an underlying consumption function that is allowed to vary over time and across geographic markets. Economists have long proposed various consumption functions. These include John Maynard Keynes, Simon Kuznets, Irving Fisher, Franco Modigliani, Albert Ando, Richard Brumberg, and Milton Friedman. Across these, and other authors, the consumption of a product (as opposed to the amount produced) is foreseen to vary depending on a number of local factors and the time frame that one considers (short-, medium- and long-run). In general, the variance of the market potential across markets is foreseen to be a function of variances in income, wealth, interest rates, expected future income, and a variety of exogenous factors, including geography and culture. Icon Group forecasts primarily rely on non-cultural economic factors in modelling cross-market demand, for a given product or service. We also model the market potential using a consumption function which assumes a constant average propensity to consume in the long run (i.e. as incomes rise, average consumption rates do not fall, as earlier argued by Keynes). Once the cross-market model of demand is specified, it is combined with the local economic models described above. As in all econometric exercises, the lack of local market figures in the public domain results in estimation errors. Furthermore, many intervening factors may arise over time that can materially affect the accuracy of the forecasts, including changes in local economic conditions, changes in political regimes, improvements in primary data, and currency fluctuations, among other factors. As the estimates and forecasts reported here are forward-looking and subject to assumption-induced errors, you are asked to read the caveats and disclaimers at the end of this report.

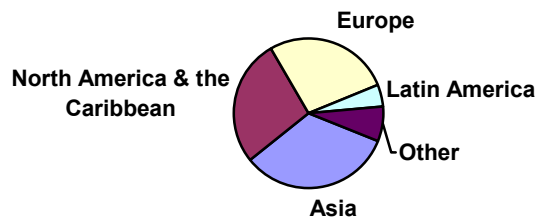
### 1.3 THE WORLDWIDE MARKET POTENTIAL FOR FACIAL MAKE-UP

**Worldwide Market Potential for Facial Make-up (million US \$): 2000**

Region	Latent Demand million US \$	% of Globe
Asia	2,835	33.0
North America & the Caribbean	2,359	27.5
Europe	2,335	27.2
Latin America	415	4.8
Middle East	401	4.7
Africa	154	1.8
Oceania	85	1.0
<b>Total</b>	<b>8,584</b>	<b>100.0</b>

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

**Worldwide Market Potential for Facial Make-up (million US \$): 2000**



**World Market for Facial Make-up: 1995 - 2005**

Year	World Market million US \$
1995	7,892.92
1996	7,970.69
1997	7,896.54
1998	7,887.39
1999	8,202.39
2000	8,589.33
2001	8,999.98
2002	9,435.10
2003	9,896.11
2004	10,384.74
2005	10,902.80

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2 AFRICA: FACIAL MAKE-UP

### 2.1 EXECUTIVE SUMMARY

#### Market Potential for Facial Make-up in Africa (million US \$): 2000

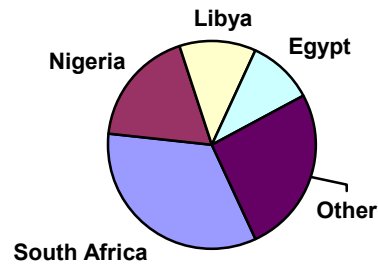
Country	Latent Demand million US \$	% of Africa
South Africa	52	33.53%
Nigeria	29	18.55%
Libya	18	11.83%
Egypt	16	10.15%
Algeria	15	9.69%
Morocco	7	4.70%
Tunisia	1	0.92%
Cameroon	1	0.90%
Sudan	1	0.72%
Ivory coast	1	0.68%
Angola	1	0.63%
Kenya	1	0.62%
Congo (formerly Zaire)	1	0.61%
Tanzania	1	0.45%
Ghana	1	0.43%
Ethiopia	1	0.42%
Zimbabwe	1	0.41%
Senegal	1	0.39%
Uganda	1	0.37%
Gabon	1	0.34%
Botswana	0	0.24%
Zambia	0	0.23%
Burkina Faso	0	0.21%
Madagascar	0	0.20%
Guinea	0	0.19%
Other	4	2.55%
<b>Total</b>	<b>154</b>	<b>100.00%</b>

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

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**Market Potential for Facial Make-up in Africa (million US \$): 2000**

**The Market for Facial Make-up in Africa: 1995 - 2005**

Year	million US \$	% of Globe
1995	117.12	1.48
1996	124.95	1.57
1997	134.19	1.70
1998	140.07	1.78
1999	146.76	1.79
2000	154.21	1.80
2001	162.59	1.81
2002	171.63	1.82
2003	181.32	1.83
2004	191.70	1.85
2005	202.84	1.86

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## 2.2 ALGERIA

<b>Facial Make-up (million US \$): Algeria 1995 - 2005</b>			
<b>Year</b>	<b>Algeria</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	13	11.50%	0.17%
1996	15	11.64%	0.18%
1997	15	11.09%	0.18%
1998	14	10.20%	0.18%
1999	15	9.90%	0.17%
2000	15	9.69%	0.17%
2001	15	9.45%	0.17%
2002	16	9.21%	0.16%
2003	16	8.97%	0.16%
2004	17	8.73%	0.16%
2005	17	8.49%	0.15%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.3 ANGOLA

<b>Facial Make-up (million US \$): Angola 1995 - 2005</b>			
<b>Year</b>	<b>Angola</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.66%	0.00%
1996	1	0.72%	0.01%
1997	1	0.74%	0.00%
1998	1	0.71%	0.00%
1999	1	0.67%	0.00%
2000	1	0.63%	0.00%
2001	1	0.60%	0.00%
2002	1	0.58%	0.00%
2003	1	0.57%	0.00%
2004	1	0.55%	0.00%
2005	1	0.53%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.4 BENIN

<b>Facial Make-up (million US \$): Benin 1995 - 2005</b>			
<b>Year</b>	<b>Benin</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.15%	0.00%
1996	0	0.16%	0.00%
1997	0	0.16%	0.00%
1998	0	0.15%	0.00%
1999	0	0.14%	0.00%
2000	0	0.13%	0.00%
2001	0	0.13%	0.00%
2002	0	0.13%	0.00%
2003	0	0.12%	0.00%
2004	0	0.12%	0.00%
2005	0	0.12%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.5 BOTSWANA

<b>Facial Make-up (million US \$): Botswana 1995 - 2005</b>			
<b>Year</b>	<b>Botswana</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.23%	0.00%
1996	0	0.26%	0.00%
1997	0	0.27%	0.00%
1998	0	0.26%	0.00%
1999	0	0.25%	0.00%
2000	0	0.24%	0.00%
2001	0	0.23%	0.00%
2002	0	0.22%	0.00%
2003	0	0.21%	0.00%
2004	0	0.20%	0.00%
2005	0	0.19%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.6 BURKINA FASO

<b>Facial Make-up (million US \$): Burkina Faso 1995 - 2005</b>			
<b>Year</b>	<b>Burkina Faso</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.22%	0.00%
1996	0	0.24%	0.00%
1997	0	0.25%	0.00%
1998	0	0.23%	0.00%
1999	0	0.22%	0.00%
2000	0	0.21%	0.00%
2001	0	0.20%	0.00%
2002	0	0.19%	0.00%
2003	0	0.19%	0.00%
2004	0	0.18%	0.00%
2005	0	0.17%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.7 BURUNDI

<b>Facial Make-up (million US \$): Burundi 1995 - 2005</b>			
<b>Year</b>	<b>Burundi</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.08%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.07%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.06%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 2.8 CAMEROON

### Facial Make-up (million US \$): Cameroon 1995 - 2005

Year	Cameroon	% of Region	% of Globe
1995	1	0.90%	0.00%
1996	1	0.99%	0.00%
1997	1	1.03%	0.01%
1998	1	1.00%	0.00%
1999	1	0.95%	0.01%
2000	1	0.90%	0.01%
2001	1	0.86%	0.01%
2002	1	0.82%	0.01%
2003	1	0.79%	0.00%
2004	1	0.75%	0.01%
2005	1	0.72%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.9 CAPE VERDE

### Facial Make-up (million US \$): Cape Verde 1995 - 2005

Year	Cape Verde	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.10 CENTRAL AFRICAN REPUBLIC

### Facial Make-up (million US \$): Central African Republic 1995 - 2005

Year	Central African Republic	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.10%	0.00%
1998	0	0.09%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.11 CHAD

### Facial Make-up (million US \$): Chad 1995 - 2005

Year	Chad	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.10%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.08%	0.00%
2003	0	0.07%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.12 COMOROS

<b>Facial Make-up (million US \$): Comoros 1995 - 2005</b>			
<b>Year</b>	<b>Comoros</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.02%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.13 CONGO (FORMERLY ZAIRE)

<b>Facial Make-up (million US \$): Congo (formerly Zaire) 1995 - 2005</b>			
<b>Year</b>	<b>Congo (formerly Zaire)</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.55%	0.00%
1996	1	0.62%	0.00%
1997	1	0.66%	0.00%
1998	1	0.65%	0.00%
1999	1	0.63%	0.00%
2000	1	0.61%	0.00%
2001	1	0.57%	0.00%
2002	1	0.54%	0.00%
2003	1	0.50%	0.00%
2004	1	0.47%	0.00%
2005	1	0.44%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.14 DJIBOUTI

<b>Facial Make-up (million US \$): Djibouti 1995 - 2005</b>			
<b>Year</b>	<b>Djibouti</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.03%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.15 EGYPT

<b>Facial Make-up (million US \$): Egypt 1995 - 2005</b>			
<b>Year</b>	<b>Egypt</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	10	8.23%	0.12%
1996	11	8.50%	0.13%
1997	12	8.73%	0.14%
1998	13	9.23%	0.16%
1999	14	9.69%	0.17%
2000	16	10.15%	0.18%
2001	17	10.59%	0.19%
2002	19	11.03%	0.20%
2003	21	11.49%	0.21%
2004	23	11.95%	0.22%
2005	25	12.43%	0.23%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.16 EQUATORIAL GUINEA

### Facial Make-up (million US \$): Equatorial Guinea 1995 - 2005

Year	Equatorial Guinea	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.17 ERITREA

### Facial Make-up (million US \$): Eritrea 1995 - 2005

Year	Eritrea	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.02%	0.00%
2003	0	0.00%	0.00%
2004	0	0.02%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.18 ETHIOPIA

<b>Facial Make-up (million US \$): Ethiopia 1995 - 2005</b>			
<b>Year</b>	<b>Ethiopia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.43%	0.00%
1996	1	0.47%	0.00%
1997	1	0.49%	0.00%
1998	1	0.47%	0.00%
1999	1	0.44%	0.00%
2000	1	0.42%	0.00%
2001	1	0.40%	0.00%
2002	1	0.39%	0.00%
2003	1	0.37%	0.00%
2004	1	0.36%	0.00%
2005	1	0.34%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.19 GABON

<b>Facial Make-up (million US \$): Gabon 1995 - 2005</b>			
<b>Year</b>	<b>Gabon</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.35%	0.00%
1996	0	0.38%	0.00%
1997	1	0.40%	0.00%
1998	1	0.38%	0.00%
1999	1	0.36%	0.00%
2000	1	0.34%	0.00%
2001	1	0.33%	0.00%
2002	1	0.32%	0.00%
2003	1	0.30%	0.00%
2004	1	0.29%	0.00%
2005	1	0.28%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.20 GHANA

<b>Facial Make-up (million US \$): Ghana 1995 - 2005</b>			
<b>Year</b>	<b>Ghana</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.47%	0.00%
1996	1	0.51%	0.00%
1997	1	0.52%	0.00%
1998	1	0.50%	0.00%
1999	1	0.46%	0.00%
2000	1	0.43%	0.00%
2001	1	0.42%	0.00%
2002	1	0.41%	0.00%
2003	1	0.40%	0.00%
2004	1	0.39%	0.00%
2005	1	0.37%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.21 GUINEA

<b>Facial Make-up (million US \$): Guinea 1995 - 2005</b>			
<b>Year</b>	<b>Guinea</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.20%	0.00%
1996	0	0.22%	0.00%
1997	0	0.22%	0.00%
1998	0	0.21%	0.00%
1999	0	0.20%	0.00%
2000	0	0.19%	0.00%
2001	0	0.18%	0.00%
2002	0	0.17%	0.00%
2003	0	0.17%	0.00%
2004	0	0.16%	0.00%
2005	0	0.16%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.22 GUINEA-BISSAU

### Facial Make-up (million US \$): Guinea-Bissau 1995 - 2005

Year	Guinea-Bissau	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.23 IVORY COAST

### Facial Make-up (million US \$): Ivory coast 1995 - 2005

Year	Ivory coast	% of Region	% of Globe
1995	1	0.73%	0.00%
1996	1	0.80%	0.00%
1997	1	0.82%	0.00%
1998	1	0.77%	0.00%
1999	1	0.72%	0.00%
2000	1	0.68%	0.00%
2001	1	0.66%	0.00%
2002	1	0.64%	0.00%
2003	1	0.62%	0.00%
2004	1	0.60%	0.01%
2005	1	0.58%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 2.24 KENYA

<b>Facial Make-up (million US \$): Kenya 1995 - 2005</b>			
<b>Year</b>	<b>Kenya</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.68%	0.00%
1996	1	0.74%	0.00%
1997	1	0.75%	0.00%
1998	1	0.71%	0.00%
1999	1	0.67%	0.00%
2000	1	0.62%	0.00%
2001	1	0.60%	0.00%
2002	1	0.59%	0.00%
2003	1	0.57%	0.00%
2004	1	0.55%	0.00%
2005	1	0.54%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.25 LESOTHO

<b>Facial Make-up (million US \$): Lesotho 1995 - 2005</b>			
<b>Year</b>	<b>Lesotho</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.07%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.26 LIBERIA

**Facial Make-up (million US \$): Liberia 1995 - 2005**

Year	Liberia	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.08%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.06%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.27 LIBYA

**Facial Make-up (million US \$): Libya 1995 - 2005**

Year	Libya	% of Region	% of Globe
1995	11	9.59%	0.14%
1996	13	10.38%	0.16%
1997	15	10.92%	0.18%
1998	16	11.35%	0.20%
1999	17	11.60%	0.20%
2000	18	11.83%	0.21%
2001	20	12.02%	0.21%
2002	21	12.22%	0.22%
2003	23	12.41%	0.22%
2004	24	12.61%	0.23%
2005	26	12.81%	0.23%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.28 MADAGASCAR

### Facial Make-up (million US \$): Madagascar 1995 - 2005

Year	Madagascar	% of Region	% of Globe
1995	0	0.20%	0.00%
1996	0	0.22%	0.00%
1997	0	0.23%	0.00%
1998	0	0.22%	0.00%
1999	0	0.21%	0.00%
2000	0	0.20%	0.00%
2001	0	0.19%	0.00%
2002	0	0.18%	0.00%
2003	0	0.17%	0.00%
2004	0	0.17%	0.00%
2005	0	0.16%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.29 MALAWI

### Facial Make-up (million US \$): Malawi 1995 - 2005

Year	Malawi	% of Region	% of Globe
1995	0	0.15%	0.00%
1996	0	0.16%	0.00%
1997	0	0.16%	0.00%
1998	0	0.15%	0.00%
1999	0	0.13%	0.00%
2000	0	0.12%	0.00%
2001	0	0.12%	0.00%
2002	0	0.12%	0.00%
2003	0	0.12%	0.00%
2004	0	0.12%	0.00%
2005	0	0.11%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.30 MALI

Year	Facial Make-up (million US \$): Mali 1995 - 2005		
	Mali	% of Region	% of Globe
1995	0	0.18%	0.00%
1996	0	0.20%	0.00%
1997	0	0.21%	0.00%
1998	0	0.20%	0.00%
1999	0	0.19%	0.00%
2000	0	0.18%	0.00%
2001	0	0.17%	0.00%
2002	0	0.16%	0.00%
2003	0	0.16%	0.00%
2004	0	0.15%	0.00%
2005	0	0.14%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.31 MAURITANIA

Year	Facial Make-up (million US \$): Mauritania 1995 - 2005		
	Mauritania	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.07%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.32 MAURITIUS

<b>Facial Make-up (million US \$): Mauritius 1995 - 2005</b>			
<b>Year</b>	<b>Mauritius</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.17%	0.00%
1996	0	0.19%	0.00%
1997	0	0.19%	0.00%
1998	0	0.19%	0.00%
1999	0	0.18%	0.00%
2000	0	0.17%	0.00%
2001	0	0.16%	0.00%
2002	0	0.15%	0.00%
2003	0	0.15%	0.00%
2004	0	0.14%	0.00%
2005	0	0.13%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.33 MOROCCO

<b>Facial Make-up (million US \$): Morocco 1995 - 2005</b>			
<b>Year</b>	<b>Morocco</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	3	2.51%	0.00%
1996	3	2.64%	0.00%
1997	4	2.86%	0.00%
1998	7	4.66%	0.00%
1999	7	4.83%	0.00%
2000	7	4.70%	0.00%
2001	7	4.55%	0.00%
2002	8	4.40%	0.00%
2003	8	4.25%	0.00%
2004	8	4.10%	0.00%
2005	8	3.96%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.34 MOZAMBIQUE

Year	Facial Make-up (million US \$): Mozambique 1995 - 2005		
	Mozambique	% of Region	% of Globe
1995	0	0.10%	0.00%
1996	0	0.11%	0.00%
1997	0	0.12%	0.00%
1998	0	0.11%	0.00%
1999	0	0.11%	0.00%
2000	0	0.10%	0.00%
2001	0	0.10%	0.00%
2002	0	0.00%	0.00%
2003	0	0.09%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.35 NAMIBIA

Year	Facial Make-up (million US \$): Namibia 1995 - 2005		
	Namibia	% of Region	% of Globe
1995	0	0.13%	0.00%
1996	0	0.14%	0.00%
1997	0	0.14%	0.00%
1998	0	0.13%	0.00%
1999	0	0.12%	0.00%
2000	0	0.11%	0.00%
2001	0	0.11%	0.00%
2002	0	0.11%	0.00%
2003	0	0.10%	0.00%
2004	0	0.10%	0.00%
2005	0	0.10%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.36 NIGER

<b>Facial Make-up (million US \$): Niger 1995 - 2005</b>			
<b>Year</b>	<b>Niger</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.18%	0.00%
1996	0	0.20%	0.00%
1997	0	0.20%	0.00%
1998	0	0.19%	0.00%
1999	0	0.18%	0.00%
2000	0	0.17%	0.00%
2001	0	0.16%	0.00%
2002	0	0.16%	0.00%
2003	0	0.15%	0.00%
2004	0	0.15%	0.00%
2005	0	0.15%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.37 NIGERIA

<b>Facial Make-up (million US \$): Nigeria 1995 - 2005</b>			
<b>Year</b>	<b>Nigeria</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	17	14.63%	0.21%
1996	20	15.82%	0.24%
1997	23	16.82%	0.28%
1998	24	17.43%	0.30%
1999	26	17.99%	0.32%
2000	29	18.55%	0.33%
2001	31	19.06%	0.34%
2002	34	19.57%	0.35%
2003	36	20.08%	0.36%
2004	39	20.59%	0.38%
2005	43	21.10%	0.39%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.38 REPUBLIC OF CONGO

### Facial Make-up (million US \$): Republic of Congo 1995 - 2005

Year	Republic of Congo	% of Region	% of Globe
1995	0	0.16%	0.00%
1996	0	0.18%	0.00%
1997	0	0.19%	0.00%
1998	0	0.18%	0.00%
1999	0	0.17%	0.00%
2000	0	0.16%	0.00%
2001	0	0.15%	0.00%
2002	0	0.15%	0.00%
2003	0	0.14%	0.00%
2004	0	0.14%	0.00%
2005	0	0.13%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.39 RWANDA

### Facial Make-up (million US \$): Rwanda 1995 - 2005

Year	Rwanda	% of Region	% of Globe
1995	0	0.13%	0.00%
1996	0	0.15%	0.00%
1997	0	0.16%	0.00%
1998	0	0.16%	0.00%
1999	0	0.15%	0.00%
2000	0	0.14%	0.00%
2001	0	0.14%	0.00%
2002	0	0.13%	0.00%
2003	0	0.12%	0.00%
2004	0	0.11%	0.00%
2005	0	0.11%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 2.40 SAO TOME E PRINCIPE

**Facial Make-up (million US \$): Sao Tome E Principe 1995 - 2005**

Year	Sao Tome E Principe	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.41 SENEGAL

**Facial Make-up (million US \$): Senegal 1995 - 2005**

Year	Senegal	% of Region	% of Globe
1995	0	0.42%	0.00%
1996	1	0.45%	0.00%
1997	1	0.46%	0.00%
1998	1	0.44%	0.00%
1999	1	0.41%	0.00%
2000	1	0.39%	0.00%
2001	1	0.37%	0.00%
2002	1	0.36%	0.00%
2003	1	0.35%	0.00%
2004	1	0.34%	0.00%
2005	1	0.33%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.42 SIERRA LEONE

**Facial Make-up (million US \$): Sierra Leone 1995 - 2005**

Year	Sierra Leone	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.08%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.43 SOMALIA

**Facial Make-up (million US \$): Somalia 1995 - 2005**

Year	Somalia	% of Region	% of Globe
1995	0	0.09%	0.00%
1996	0	0.10%	0.00%
1997	0	0.10%	0.00%
1998	0	0.10%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.44 SOUTH AFRICA

**Facial Make-up (million US \$): South Africa 1995 - 2005**

Year	South Africa	% of Region	% of Globe
1995	49	41.63%	0.61%
1996	47	37.91%	0.59%
1997	48	36.05%	0.61%
1998	48	34.15%	0.60%
1999	50	33.73%	0.60%
2000	52	33.53%	0.60%
2001	54	33.21%	0.60%
2002	56	32.86%	0.59%
2003	59	32.49%	0.59%
2004	62	32.09%	0.59%
2005	64	31.68%	0.58%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.45 SUDAN

**Facial Make-up (million US \$): Sudan 1995 - 2005**

Year	Sudan	% of Region	% of Globe
1995	1	0.69%	0.00%
1996	1	0.77%	0.00%
1997	1	0.81%	0.00%
1998	1	0.79%	0.00%
1999	1	0.75%	0.00%
2000	1	0.72%	0.00%
2001	1	0.68%	0.00%
2002	1	0.65%	0.00%
2003	1	0.61%	0.00%
2004	1	0.58%	0.00%
2005	1	0.55%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.46 SWAZILAND

**Facial Make-up (million US \$): Swaziland 1995 - 2005**

Year	Swaziland	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.06%	0.00%
1999	0	0.00%	0.00%
2000	0	0.06%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.05%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.47 TANZANIA

**Facial Make-up (million US \$): Tanzania 1995 - 2005**

Year	Tanzania	% of Region	% of Globe
1995	1	0.46%	0.00%
1996	1	0.51%	0.00%
1997	1	0.52%	0.00%
1998	1	0.50%	0.00%
1999	1	0.48%	0.00%
2000	1	0.45%	0.00%
2001	1	0.43%	0.00%
2002	1	0.41%	0.00%
2003	1	0.40%	0.00%
2004	1	0.38%	0.00%
2005	1	0.37%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.48 THE GAMBIA

### Facial Make-up (million US \$): The Gambia 1995 - 2005

Year	The Gambia	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.49 TOGO

### Facial Make-up (million US \$): Togo 1995 - 2005

Year	Togo	% of Region	% of Globe
1995	0	0.11%	0.00%
1996	0	0.12%	0.00%
1997	0	0.12%	0.00%
1998	0	0.11%	0.00%
1999	0	0.11%	0.00%
2000	0	0.10%	0.00%
2001	0	0.10%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.09%	0.00%
2005	0	0.09%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.50 TUNISIA

<b>Facial Make-up (million US \$): Tunisia 1995 - 2005</b>			
<b>Year</b>	<b>Tunisia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.98%	0.00%
1996	1	1.07%	0.00%
1997	1	1.10%	0.00%
1998	1	1.05%	0.00%
1999	1	0.98%	0.00%
2000	1	0.92%	0.00%
2001	1	0.89%	0.00%
2002	1	0.86%	0.00%
2003	2	0.84%	0.00%
2004	2	0.81%	0.00%
2005	2	0.78%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.51 UGANDA

<b>Facial Make-up (million US \$): Uganda 1995 - 2005</b>			
<b>Year</b>	<b>Uganda</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.42%	0.00%
1996	1	0.45%	0.00%
1997	1	0.46%	0.00%
1998	1	0.43%	0.00%
1999	1	0.40%	0.00%
2000	1	0.37%	0.00%
2001	1	0.36%	0.00%
2002	1	0.36%	0.00%
2003	1	0.35%	0.00%
2004	1	0.34%	0.00%
2005	1	0.33%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.52 ZAMBIA

<b>Facial Make-up (million US \$): Zambia 1995 - 2005</b>			
<b>Year</b>	<b>Zambia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.22%	0.00%
1996	0	0.24%	0.00%
1997	0	0.26%	0.00%
1998	0	0.25%	0.00%
1999	0	0.24%	0.00%
2000	0	0.23%	0.00%
2001	0	0.21%	0.00%
2002	0	0.20%	0.00%
2003	0	0.19%	0.00%
2004	0	0.18%	0.00%
2005	0	0.17%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 2.53 ZIMBABWE

<b>Facial Make-up (million US \$): Zimbabwe 1995 - 2005</b>			
<b>Year</b>	<b>Zimbabwe</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.38%	0.00%
1996	1	0.43%	0.00%
1997	1	0.45%	0.00%
1998	1	0.44%	0.00%
1999	1	0.43%	0.00%
2000	1	0.41%	0.00%
2001	1	0.39%	0.00%
2002	1	0.37%	0.00%
2003	1	0.35%	0.00%
2004	1	0.33%	0.00%
2005	1	0.31%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3 ASIA: FACIAL MAKE-UP

#### 3.1 EXECUTIVE SUMMARY

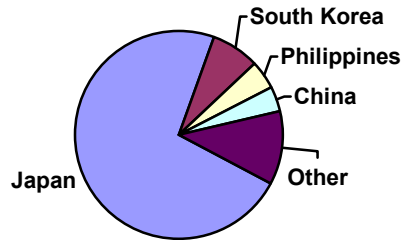
##### Market Potential for Facial Make-up in Asia (million US \$): 2000

Country	Latent Demand million US \$	% of Asia
Japan	2,062	72.71%
South Korea	218	7.69%
Philippines	122	4.31%
China	110	3.88%
India	72	2.55%
Hong Kong	62	2.19%
Thailand	60	2.12%
Singapore	41	1.44%
Taiwan	26	0.91%
Burma	21	0.74%
North Korea	14	0.47%
Malaysia	9	0.31%
Indonesia	8	0.27%
Bangladesh	5	0.16%
Vietnam	2	0.00%
Sri Lanka	1	0.00%
Brunei	1	0.00%
Papua New Guinea	0	0.00%
Mongolia	0	0.00%
Nepal	0	0.00%
Cambodia	0	0.00%
Macau	0	0.00%
Laos	0	0.00%
Seychelles	0	0.00%
Bhutan	0	0.00%
Other	0	0.25%
<b>Total</b>	<b>2,835</b>	<b>100.00%</b>

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



**Market Potential for Facial Make-up in Asia (million US \$): 2000**



**The Market for Facial Make-up in Asia: 1995 - 2005**

Year	million US \$	% of Globe
1995	3,231.55	40.94
1996	3,039.01	38.13
1997	2,803.10	35.50
1998	2,576.43	32.67
1999	2,673.81	32.60
2000	2,835.28	33.01
2001	3,007.56	33.42
2002	3,191.32	33.82
2003	3,387.33	34.23
2004	3,596.44	34.63
2005	3,819.54	35.03

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.2 BANGLADESH

#### Facial Make-up (million US \$): Bangladesh 1995 - 2005

Year	Bangladesh	% of Region	% of Globe
1995	2	0.00%	0.02%
1996	2	0.00%	0.00%
1997	3	0.10%	0.00%
1998	4	0.16%	0.00%
1999	5	0.17%	0.05%
2000	5	0.16%	0.00%
2001	5	0.16%	0.00%
2002	5	0.15%	0.00%
2003	5	0.14%	0.05%
2004	5	0.14%	0.00%
2005	5	0.13%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.3 BHUTAN

#### Facial Make-up (million US \$): Bhutan 1995 - 2005

Year	Bhutan	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.4 BRUNEI

<b>Facial Make-up (million US \$): Brunei 1995 - 2005</b>			
<b>Year</b>	<b>Brunei</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.02%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.5 BURMA

<b>Facial Make-up (million US \$): Burma 1995 - 2005</b>			
<b>Year</b>	<b>Burma</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	16	0.49%	0.20%
1996	17	0.56%	0.21%
1997	18	0.64%	0.23%
1998	19	0.72%	0.23%
1999	20	0.73%	0.24%
2000	21	0.74%	0.24%
2001	22	0.74%	0.24%
2002	24	0.74%	0.25%
2003	25	0.74%	0.25%
2004	27	0.74%	0.25%
2005	29	0.75%	0.26%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.6 CAMBODIA

<b>Facial Make-up (million US \$): Cambodia 1995 - 2005</b>			
<b>Year</b>	<b>Cambodia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.7 CHINA

<b>Facial Make-up (million US \$): China 1995 - 2005</b>			
<b>Year</b>	<b>China</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	63	1.96%	0.80%
1996	75	2.46%	0.94%
1997	84	3.01%	1.06%
1998	92	3.58%	1.17%
1999	101	3.77%	1.23%
2000	110	3.88%	1.28%
2001	120	3.99%	1.33%
2002	131	4.11%	1.39%
2003	143	4.22%	1.44%
2004	156	4.34%	1.50%
2005	171	4.46%	1.56%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.8 HONG KONG

#### Facial Make-up (million US \$): Hong Kong 1995 - 2005

Year	Hong Kong	% of Region	% of Globe
1995	45	1.38%	0.56%
1996	49	1.60%	0.61%
1997	53	1.88%	0.66%
1998	56	2.17%	0.70%
1999	59	2.20%	0.71%
2000	62	2.19%	0.72%
2001	66	2.18%	0.73%
2002	69	2.17%	0.73%
2003	73	2.16%	0.74%
2004	77	2.15%	0.74%
2005	82	2.13%	0.74%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.9 INDIA

#### Facial Make-up (million US \$): India 1995 - 2005

Year	India	% of Region	% of Globe
1995	58	1.78%	0.73%
1996	61	2.01%	0.76%
1997	67	2.40%	0.85%
1998	70	2.69%	0.88%
1999	71	2.65%	0.86%
2000	72	2.55%	0.84%
2001	74	2.45%	0.81%
2002	75	2.35%	0.79%
2003	77	2.26%	0.77%
2004	78	2.17%	0.75%
2005	80	2.08%	0.73%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.10 INDONESIA

<b>Facial Make-up (million US \$): Indonesia 1995 - 2005</b>			
<b>Year</b>	<b>Indonesia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	27	0.84%	0.34%
1996	27	0.90%	0.34%
1997	23	0.80%	0.28%
1998	10	0.37%	0.12%
1999	8	0.28%	0.00%
2000	8	0.27%	0.00%
2001	8	0.26%	0.00%
2002	8	0.24%	0.00%
2003	8	0.23%	0.00%
2004	8	0.22%	0.00%
2005	8	0.21%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.11 JAPAN

<b>Facial Make-up (million US \$): Japan 1995 - 2005</b>			
<b>Year</b>	<b>Japan</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	2,421	74.92%	30.67%
1996	2,161	71.12%	27.11%
1997	1,953	69.66%	24.72%
1998	1,845	71.61%	23.39%
1999	1,934	72.34%	23.58%
2000	2,062	72.71%	24.00%
2001	2,197	73.06%	24.41%
2002	2,342	73.38%	24.82%
2003	2,496	73.68%	25.22%
2004	2,660	73.97%	25.61%
2005	2,836	74.23%	26.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.12 LAOS

Year	Facial Make-up (million US \$): Laos 1995 - 2005		
	Laos	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.13 MACAU

Year	Facial Make-up (million US \$): Macau 1995 - 2005		
	Macau	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.14 MALAYSIA

<b>Facial Make-up (million US \$): Malaysia 1995 - 2005</b>			
<b>Year</b>	<b>Malaysia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	8	0.26%	0.10%
1996	10	0.31%	0.12%
1997	10	0.35%	0.12%
1998	9	0.33%	0.10%
1999	9	0.32%	0.10%
2000	9	0.31%	0.10%
2001	9	0.30%	0.10%
2002	10	0.29%	0.10%
2003	10	0.29%	0.00%
2004	10	0.28%	0.00%
2005	11	0.27%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.15 MALDIVES

<b>Facial Make-up (million US \$): Maldives 1995 - 2005</b>			
<b>Year</b>	<b>Maldives</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



### 3.16 MONGOLIA

<b>Facial Make-up (million US \$): Mongolia 1995 - 2005</b>			
<b>Year</b>	<b>Mongolia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.17 NEPAL

<b>Facial Make-up (million US \$): Nepal 1995 - 2005</b>			
<b>Year</b>	<b>Nepal</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.01%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.01%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.18 NORTH KOREA

#### Facial Make-up (million US \$): North Korea 1995 - 2005

Year	North Korea	% of Region	% of Globe
1995	9	0.28%	0.11%
1996	10	0.33%	0.12%
1997	11	0.40%	0.14%
1998	12	0.46%	0.15%
1999	13	0.47%	0.15%
2000	14	0.47%	0.15%
2001	14	0.47%	0.15%
2002	15	0.47%	0.16%
2003	16	0.47%	0.16%
2004	17	0.47%	0.16%
2005	18	0.47%	0.16%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.19 PAPUA NEW GUINEA

#### Facial Make-up (million US \$): Papua New Guinea 1995 - 2005

Year	Papua New Guinea	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.20 PHILIPPINES

**Facial Make-up (million US \$): Philippines 1995 - 2005**

Year	Philippines	% of Region	% of Globe
1995	130	4.01%	1.64%
1996	150	4.92%	1.87%
1997	149	5.31%	1.88%
1998	126	4.89%	1.59%
1999	122	4.57%	1.49%
2000	122	4.31%	1.42%
2001	123	4.07%	1.36%
2002	123	3.84%	1.29%
2003	123	3.62%	1.24%
2004	123	3.41%	1.18%
2005	123	3.21%	1.12%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.21 SEYCHELLES

**Facial Make-up (million US \$): Seychelles 1995 - 2005**

Year	Seychelles	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.22 SINGAPORE

<b>Facial Make-up (million US \$): Singapore 1995 - 2005</b>			
<b>Year</b>	<b>Singapore</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	27	0.82%	0.33%
1996	32	1.04%	0.39%
1997	35	1.23%	0.43%
1998	34	1.33%	0.43%
1999	37	1.39%	0.45%
2000	41	1.44%	0.47%
2001	45	1.49%	0.49%
2002	49	1.55%	0.52%
2003	54	1.60%	0.55%
2004	60	1.66%	0.57%
2005	66	1.72%	0.60%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.23 SOUTH KOREA

<b>Facial Make-up (million US \$): South Korea 1995 - 2005</b>			
<b>Year</b>	<b>South Korea</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	325	10.06%	4.11%
1996	336	11.04%	4.20%
1997	300	10.71%	3.80%
1998	216	8.40%	2.74%
1999	210	7.85%	2.56%
2000	218	7.69%	2.54%
2001	227	7.54%	2.52%
2002	236	7.38%	2.49%
2003	245	7.23%	2.47%
2004	255	7.07%	2.45%
2005	265	6.92%	2.42%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.24 SRI LANKA

<b>Facial Make-up (million US \$): Sri Lanka 1995 - 2005</b>			
<b>Year</b>	<b>Sri Lanka</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.01%	0.00%
1996	1	0.02%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.25 TAIWAN

<b>Facial Make-up (million US \$): Taiwan 1995 - 2005</b>			
<b>Year</b>	<b>Taiwan</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	18	0.56%	0.23%
1996	23	0.75%	0.28%
1997	22	0.79%	0.28%
1998	22	0.84%	0.27%
1999	24	0.88%	0.28%
2000	26	0.91%	0.30%
2001	29	0.95%	0.31%
2002	32	0.98%	0.33%
2003	35	1.02%	0.35%
2004	38	1.06%	0.36%
2005	42	1.09%	0.38%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.26 THAILAND

<b>Facial Make-up (million US \$): Thailand 1995 - 2005</b>			
<b>Year</b>	<b>Thailand</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	78	2.42%	0.99%
1996	81	2.66%	1.01%
1997	70	2.48%	0.88%
1998	56	2.17%	0.71%
1999	57	2.12%	0.69%
2000	60	2.12%	0.70%
2001	64	2.12%	0.70%
2002	68	2.12%	0.71%
2003	72	2.11%	0.72%
2004	76	2.11%	0.73%
2005	81	2.11%	0.74%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 3.27 VIETNAM

<b>Facial Make-up (million US \$): Vietnam 1995 - 2005</b>			
<b>Year</b>	<b>Vietnam</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	2	0.05%	0.00%
1998	2	0.00%	0.00%
1999	2	0.00%	0.00%
2000	2	0.00%	0.00%
2001	2	0.00%	0.00%
2002	2	0.00%	0.00%
2003	2	0.00%	0.00%
2004	2	0.00%	0.00%
2005	2	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4 EUROPE: FACIAL MAKE-UP

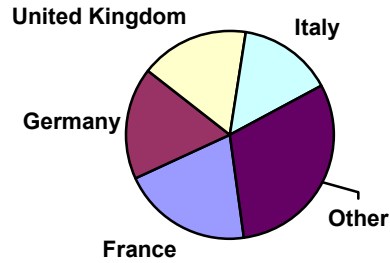
### 4.1 EXECUTIVE SUMMARY

#### Market Potential for Facial Make-up in Europe (million US \$): 2000

Country	Latent Demand million US \$	% of Europe
France	473	20.26%
Germany	411	17.59%
United Kingdom	392	16.79%
Italy	348	14.88%
Spain	122	5.20%
Belarus	74	3.18%
Russia	71	3.02%
Belgium	50	2.13%
Austria	50	2.12%
Netherlands	47	2.01%
Switzerland	41	1.75%
Sweden	29	1.23%
Poland	26	1.12%
Denmark	26	1.12%
Greece	24	1.02%
Norway	20	0.87%
Finland	19	0.80%
Ireland	17	0.73%
Ukraine	17	0.72%
Kazakhstan	12	0.51%
Portugal	12	0.49%
Czech Republic	11	0.49%
Slovakia	9	0.37%
Croatia	5	0.21%
Hungary	5	0.21%
Other	24	1.17%
<b>Total</b>	<b>2,335</b>	<b>100.00%</b>

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

**Market Potential for Facial Make-up in Europe (million US \$): 2000**



**The Market for Facial Make-up in Europe: 1995 - 2005**

Year	million US \$	% of Globe
1995	2,020.76	25.60
1996	2,125.19	26.66
1997	2,114.42	26.78
1998	2,190.43	27.77
1999	2,263.13	27.59
2000	2,334.91	27.18
2001	2,410.06	26.78
2002	2,488.69	26.38
2003	2,570.98	25.98
2004	2,657.14	25.59
2005	2,747.38	25.20

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 4.2 ALBANIA

### Facial Make-up (million US \$): Albania 1995 - 2005

Year	Albania	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.3 ANDORRA

### Facial Make-up (million US \$): Andorra 1995 - 2005

Year	Andorra	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.4 AUSTRIA

### Facial Make-up (million US \$): Austria 1995 - 2005

Year	Austria	% of Region	% of Globe
1995	34	1.69%	0.43%
1996	36	1.69%	0.45%
1997	38	1.80%	0.48%
1998	46	2.10%	0.58%
1999	48	2.14%	0.59%
2000	50	2.12%	0.57%
2001	51	2.10%	0.56%
2002	52	2.08%	0.55%
2003	53	2.07%	0.53%
2004	54	2.05%	0.52%
2005	56	2.02%	0.51%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.5 BELARUS

### Facial Make-up (million US \$): Belarus 1995 - 2005

Year	Belarus	% of Region	% of Globe
1995	77	3.82%	0.97%
1996	87	4.08%	1.08%
1997	86	4.05%	1.08%
1998	74	3.38%	0.93%
1999	73	3.23%	0.89%
2000	74	3.18%	0.86%
2001	76	3.14%	0.84%
2002	77	3.10%	0.81%
2003	79	3.06%	0.79%
2004	81	3.03%	0.77%
2005	83	3.00%	0.75%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.6 BELGIUM

<b>Facial Make-up (million US \$): Belgium 1995 - 2005</b>			
<b>Year</b>	<b>Belgium</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	48	2.36%	0.60%
1996	49	2.28%	0.61%
1997	47	2.20%	0.59%
1998	48	2.19%	0.60%
1999	49	2.16%	0.59%
2000	50	2.13%	0.57%
2001	51	2.09%	0.56%
2002	51	2.06%	0.54%
2003	52	2.02%	0.52%
2004	53	1.98%	0.50%
2005	54	1.95%	0.49%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.7 BOSNIA AND HERZEGOVINA

<b>Facial Make-up (million US \$): Bosnia and Herzegovina 1995 - 2005</b>			
<b>Year</b>	<b>Bosnia and Herzegovina</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.01%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.8 BULGARIA

<b>Facial Make-up (million US \$): Bulgaria 1995 - 2005</b>			
<b>Year</b>	<b>Bulgaria</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.9 CROATIA

<b>Facial Make-up (million US \$): Croatia 1995 - 2005</b>			
<b>Year</b>	<b>Croatia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	2	0.11%	0.00%
1996	2	0.11%	0.00%
1997	3	0.13%	0.03%
1998	5	0.20%	0.05%
1999	5	0.21%	0.00%
2000	5	0.21%	0.00%
2001	5	0.21%	0.00%
2002	5	0.21%	0.00%
2003	5	0.21%	0.00%
2004	6	0.21%	0.00%
2005	6	0.20%	0.05%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.10 CYPRUS

**Facial Make-up (million US \$): Cyprus 1995 - 2005**

Year	Cyprus	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.02%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.11 CZECH REPUBLIC

**Facial Make-up (million US \$): Czech Republic 1995 - 2005**

Year	Czech Republic	% of Region	% of Globe
1995	8	0.39%	0.10%
1996	9	0.41%	0.10%
1997	9	0.41%	0.11%
1998	10	0.43%	0.12%
1999	10	0.46%	0.12%
2000	11	0.49%	0.13%
2001	13	0.52%	0.13%
2002	14	0.55%	0.14%
2003	15	0.58%	0.15%
2004	17	0.62%	0.15%
2005	18	0.66%	0.16%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.12 DENMARK

<b>Facial Make-up (million US \$): Denmark 1995 - 2005</b>			
<b>Year</b>	<b>Denmark</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	22	1.08%	0.27%
1996	23	1.08%	0.28%
1997	23	1.07%	0.28%
1998	24	1.09%	0.30%
1999	25	1.10%	0.30%
2000	26	1.12%	0.30%
2001	27	1.13%	0.30%
2002	28	1.14%	0.30%
2003	30	1.15%	0.30%
2004	31	1.16%	0.29%
2005	32	1.17%	0.29%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.13 ESTONIA

<b>Facial Make-up (million US \$): Estonia 1995 - 2005</b>			
<b>Year</b>	<b>Estonia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.03%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.14 FINLAND

### Facial Make-up (million US \$): Finland 1995 - 2005

Year	Finland	% of Region	% of Globe
1995	19	0.92%	0.23%
1996	19	0.90%	0.24%
1997	18	0.86%	0.23%
1998	18	0.84%	0.23%
1999	19	0.82%	0.22%
2000	19	0.80%	0.21%
2001	19	0.79%	0.21%
2002	19	0.77%	0.20%
2003	19	0.75%	0.19%
2004	20	0.73%	0.18%
2005	20	0.72%	0.18%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.15 FRANCE

### Facial Make-up (million US \$): France 1995 - 2005

Year	France	% of Region	% of Globe
1995	454	22.44%	5.74%
1996	465	21.87%	5.83%
1997	445	21.03%	5.63%
1998	453	20.68%	5.74%
1999	463	20.47%	5.64%
2000	473	20.26%	5.50%
2001	483	20.05%	5.36%
2002	494	19.83%	5.23%
2003	504	19.60%	5.09%
2004	515	19.36%	4.95%
2005	526	19.13%	4.82%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.16 GEORGIA

### Facial Make-up (million US \$): Georgia 1995 - 2005

Year	Georgia	% of Region	% of Globe
1995	2	0.00%	0.00%
1996	2	0.10%	0.00%
1997	3	0.12%	0.00%
1998	4	0.17%	0.00%
1999	4	0.17%	0.00%
2000	4	0.17%	0.00%
2001	4	0.17%	0.00%
2002	4	0.17%	0.00%
2003	4	0.16%	0.00%
2004	4	0.16%	0.00%
2005	4	0.16%	0.04%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.17 GERMANY

### Facial Make-up (million US \$): Germany 1995 - 2005

Year	Germany	% of Region	% of Globe
1995	298	14.76%	3.78%
1996	315	14.81%	3.95%
1997	314	14.85%	3.97%
1998	360	16.42%	4.56%
1999	387	17.10%	4.71%
2000	411	17.59%	4.78%
2001	436	18.09%	4.84%
2002	463	18.59%	4.90%
2003	491	19.10%	4.96%
2004	521	19.62%	5.02%
2005	553	20.14%	5.07%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 4.18 GREECE

<b>Facial Make-up (million US \$): Greece 1995 - 2005</b>			
<b>Year</b>	<b>Greece</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	22	1.07%	0.27%
1996	23	1.07%	0.28%
1997	22	1.03%	0.27%
1998	22	0.98%	0.27%
1999	23	0.99%	0.27%
2000	24	1.02%	0.27%
2001	25	1.04%	0.27%
2002	26	1.06%	0.28%
2003	28	1.08%	0.28%
2004	29	1.10%	0.28%
2005	31	1.12%	0.28%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.19 HUNGARY

<b>Facial Make-up (million US \$): Hungary 1995 - 2005</b>			
<b>Year</b>	<b>Hungary</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	4	0.21%	0.00%
1996	4	0.20%	0.00%
1997	5	0.21%	0.00%
1998	5	0.21%	0.06%
1999	5	0.21%	0.00%
2000	5	0.21%	0.00%
2001	5	0.20%	0.00%
2002	5	0.20%	0.00%
2003	5	0.20%	0.00%
2004	5	0.19%	0.00%
2005	5	0.19%	0.04%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.20 ICELAND

**Facial Make-up (million US \$): Iceland 1995 - 2005**

Year	Iceland	% of Region	% of Globe
1995	0	0.02%	0.00%
1996	1	0.00%	0.00%
1997	1	0.02%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.02%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.21 IRELAND

**Facial Make-up (million US \$): Ireland 1995 - 2005**

Year	Ireland	% of Region	% of Globe
1995	15	0.75%	0.19%
1996	16	0.75%	0.20%
1997	16	0.75%	0.20%
1998	16	0.72%	0.20%
1999	16	0.72%	0.20%
2000	17	0.73%	0.20%
2001	18	0.74%	0.20%
2002	19	0.75%	0.20%
2003	20	0.76%	0.19%
2004	21	0.77%	0.19%
2005	22	0.78%	0.19%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.22 ITALY

<b>Facial Make-up (million US \$): Italy 1995 - 2005</b>			
<b>Year</b>	<b>Italy</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	281	13.91%	3.56%
1996	316	14.87%	3.96%
1997	312	14.74%	3.94%
1998	321	14.64%	4.06%
1999	334	14.75%	4.07%
2000	348	14.88%	4.04%
2001	362	15.00%	4.01%
2002	376	15.12%	3.98%
2003	392	15.23%	3.95%
2004	408	15.34%	3.92%
2005	424	15.44%	3.89%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.23 KAZAKHSTAN

<b>Facial Make-up (million US \$): Kazakhstan 1995 - 2005</b>			
<b>Year</b>	<b>Kazakhstan</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	11	0.54%	0.13%
1996	12	0.56%	0.15%
1997	12	0.58%	0.15%
1998	11	0.52%	0.14%
1999	12	0.51%	0.14%
2000	12	0.51%	0.13%
2001	12	0.51%	0.13%
2002	13	0.50%	0.13%
2003	13	0.50%	0.13%
2004	13	0.50%	0.12%
2005	14	0.50%	0.12%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.24 LATVIA

**Facial Make-up (million US \$): Latvia 1995 - 2005**

Year	Latvia	% of Region	% of Globe
1995	1	0.00%	0.01%
1996	1	0.00%	0.01%
1997	1	0.00%	0.00%
1998	1	0.06%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.05%	0.01%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.25 LIECHTENSTEIN

**Facial Make-up (million US \$): Liechtenstein 1995 - 2005**

Year	Liechtenstein	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.26 LITHUANIA

**Facial Make-up (million US \$): Lithuania 1995 - 2005**

Year	Lithuania	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	2	0.00%	0.00%
1998	2	0.00%	0.00%
1999	2	0.00%	0.00%
2000	2	0.00%	0.00%
2001	2	0.00%	0.00%
2002	2	0.00%	0.00%
2003	2	0.00%	0.00%
2004	2	0.00%	0.00%
2005	2	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.27 LUXEMBOURG

**Facial Make-up (million US \$): Luxembourg 1995 - 2005**

Year	Luxembourg	% of Region	% of Globe
1995	1	0.00%	0.00%
1996	1	0.04%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.28 MACEDONIA

<b>Facial Make-up (million US \$): Macedonia 1995 - 2005</b>			
<b>Year</b>	<b>Macedonia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.29 MALTA

<b>Facial Make-up (million US \$): Malta 1995 - 2005</b>			
<b>Year</b>	<b>Malta</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.01%	0.00%
1998	0	0.01%	0.00%
1999	0	0.01%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 4.30 MOLDOVA

<b>Facial Make-up (million US \$): Moldova 1995 - 2005</b>			
<b>Year</b>	<b>Moldova</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.00%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.06%	0.00%
1999	1	0.00%	0.01%
2000	1	0.00%	0.00%
2001	1	0.06%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.01%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 4.31 MONACO

<b>Facial Make-up (million US \$): Monaco 1995 - 2005</b>			
<b>Year</b>	<b>Monaco</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 4.32 NETHERLANDS

#### Facial Make-up (million US \$): Netherlands 1995 - 2005

Year	Netherlands	% of Region	% of Globe
1995	48	2.38%	0.61%
1996	47	2.21%	0.59%
1997	44	2.06%	0.55%
1998	44	2.02%	0.56%
1999	46	2.02%	0.55%
2000	47	2.01%	0.54%
2001	49	2.01%	0.53%
2002	50	2.01%	0.53%
2003	52	2.00%	0.52%
2004	53	1.99%	0.51%
2005	55	1.99%	0.50%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 4.33 NORWAY

#### Facial Make-up (million US \$): Norway 1995 - 2005

Year	Norway	% of Region	% of Globe
1995	20	0.98%	0.25%
1996	20	0.92%	0.24%
1997	20	0.93%	0.24%
1998	20	0.89%	0.24%
1999	20	0.88%	0.24%
2000	20	0.87%	0.23%
2001	21	0.86%	0.23%
2002	21	0.85%	0.22%
2003	22	0.84%	0.22%
2004	22	0.83%	0.21%
2005	23	0.82%	0.20%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



#### 4.34 POLAND

<b>Facial Make-up (million US \$): Poland 1995 - 2005</b>			
<b>Year</b>	<b>Poland</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	14	0.71%	0.18%
1996	17	0.81%	0.21%
1997	19	0.90%	0.24%
1998	22	1.02%	0.28%
1999	24	1.07%	0.29%
2000	26	1.12%	0.30%
2001	28	1.17%	0.31%
2002	31	1.22%	0.32%
2003	33	1.27%	0.33%
2004	35	1.33%	0.34%
2005	38	1.39%	0.35%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

#### 4.35 PORTUGAL

<b>Facial Make-up (million US \$): Portugal 1995 - 2005</b>			
<b>Year</b>	<b>Portugal</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	12	0.58%	0.15%
1996	12	0.56%	0.15%
1997	11	0.54%	0.14%
1998	11	0.52%	0.14%
1999	11	0.50%	0.13%
2000	12	0.49%	0.13%
2001	12	0.48%	0.12%
2002	12	0.46%	0.12%
2003	12	0.45%	0.11%
2004	12	0.44%	0.11%
2005	12	0.42%	0.10%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 4.36 ROMANIA

<b>Facial Make-up (million US \$): Romania 1995 - 2005</b>			
<b>Year</b>	<b>Romania</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	2	0.00%	0.00%
1996	2	0.00%	0.00%
1997	2	0.11%	0.00%
1998	3	0.12%	0.00%
1999	3	0.13%	0.00%
2000	3	0.13%	0.00%
2001	3	0.14%	0.00%
2002	4	0.14%	0.00%
2003	4	0.15%	0.00%
2004	4	0.15%	0.00%
2005	4	0.16%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 4.37 RUSSIA

<b>Facial Make-up (million US \$): Russia 1995 - 2005</b>			
<b>Year</b>	<b>Russia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	85	4.22%	1.08%
1996	88	4.16%	1.10%
1997	89	4.19%	1.12%
1998	71	3.23%	0.89%
1999	69	3.05%	0.84%
2000	71	3.02%	0.82%
2001	72	2.99%	0.80%
2002	74	2.96%	0.78%
2003	75	2.93%	0.76%
2004	77	2.90%	0.74%
2005	79	2.87%	0.72%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 4.38 SERBIA AND MONTENEGRO

**Facial Make-up (million US \$): Serbia and Montenegro 1995 - 2005**

Year	Serbia and Montenegro	% of Region	% of Globe
1995	2	0.00%	0.00%
1996	1	0.00%	0.00%
1997	2	0.00%	0.00%
1998	3	0.11%	0.03%
1999	3	0.12%	0.03%
2000	3	0.12%	0.00%
2001	3	0.12%	0.00%
2002	3	0.12%	0.00%
2003	3	0.12%	0.00%
2004	3	0.12%	0.00%
2005	3	0.12%	0.03%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 4.39 SLOVAKIA

**Facial Make-up (million US \$): Slovakia 1995 - 2005**

Year	Slovakia	% of Region	% of Globe
1995	7	0.34%	0.08%
1996	8	0.35%	0.00%
1997	8	0.37%	0.10%
1998	8	0.37%	0.10%
1999	9	0.37%	0.10%
2000	9	0.37%	0.10%
2001	9	0.37%	0.10%
2002	9	0.37%	0.00%
2003	10	0.37%	0.00%
2004	10	0.36%	0.09%
2005	10	0.36%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

#### 4.40 SLOVENIA

<b>Facial Make-up (million US \$): Slovenia 1995 - 2005</b>			
<b>Year</b>	<b>Slovenia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.00%	0.00%
1996	2	0.00%	0.00%
1997	2	0.09%	0.02%
1998	3	0.12%	0.00%
1999	3	0.12%	0.00%
2000	3	0.12%	0.00%
2001	3	0.12%	0.00%
2002	3	0.11%	0.00%
2003	3	0.11%	0.00%
2004	3	0.11%	0.00%
2005	3	0.11%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

#### 4.41 SPAIN

<b>Facial Make-up (million US \$): Spain 1995 - 2005</b>			
<b>Year</b>	<b>Spain</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	111	5.50%	1.40%
1996	115	5.42%	1.44%
1997	111	5.23%	1.40%
1998	113	5.16%	1.43%
1999	117	5.18%	1.43%
2000	122	5.20%	1.41%
2001	126	5.23%	1.40%
2002	131	5.25%	1.38%
2003	135	5.26%	1.36%
2004	140	5.28%	1.35%
2005	145	5.29%	1.33%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.42 SWEDEN

**Facial Make-up (million US \$): Sweden 1995 - 2005**

Year	Sweden	% of Region	% of Globe
1995	28	1.39%	0.35%
1996	31	1.44%	0.38%
1997	29	1.37%	0.36%
1998	29	1.31%	0.36%
1999	29	1.27%	0.35%
2000	29	1.23%	0.33%
2001	29	1.20%	0.32%
2002	29	1.16%	0.30%
2003	29	1.13%	0.29%
2004	29	1.09%	0.28%
2005	29	1.06%	0.26%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 4.43 SWITZERLAND

**Facial Make-up (million US \$): Switzerland 1995 - 2005**

Year	Switzerland	% of Region	% of Globe
1995	44	2.18%	0.56%
1996	44	2.04%	0.54%
1997	39	1.85%	0.49%
1998	39	1.79%	0.49%
1999	40	1.77%	0.48%
2000	41	1.75%	0.47%
2001	42	1.74%	0.46%
2002	43	1.72%	0.45%
2003	44	1.70%	0.44%
2004	45	1.68%	0.43%
2005	46	1.66%	0.42%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

#### 4.44 UKRAINE

<b>Facial Make-up (million US \$): Ukraine 1995 - 2005</b>			
<b>Year</b>	<b>Ukraine</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	6	0.28%	0.00%
1996	8	0.36%	0.00%
1997	11	0.50%	0.13%
1998	14	0.62%	0.17%
1999	15	0.67%	0.18%
2000	17	0.72%	0.19%
2001	18	0.76%	0.20%
2002	20	0.81%	0.21%
2003	22	0.87%	0.22%
2004	25	0.92%	0.23%
2005	27	0.98%	0.24%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

#### 4.45 UNITED KINGDOM

<b>Facial Make-up (million US \$): United Kingdom 1995 - 2005</b>			
<b>Year</b>	<b>United Kingdom</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	334	16.54%	4.23%
1996	342	16.10%	4.29%
1997	366	17.29%	4.62%
1998	383	17.47%	4.85%
1999	388	17.15%	4.73%
2000	392	16.79%	4.56%
2001	396	16.43%	4.40%
2002	400	16.07%	4.23%
2003	404	15.71%	4.08%
2004	408	15.35%	3.92%
2005	412	15.00%	3.77%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5 LATIN AMERICA: FACIAL MAKE-UP

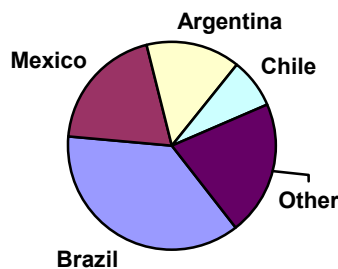
### 5.1 EXECUTIVE SUMMARY

#### Market Potential for Facial Make-up in Latin America (million US \$): 2000

Country	Latent Demand million US \$	% of Latin America
Brazil	154	37.04%
Mexico	81	19.49%
Argentina	61	14.79%
Chile	32	7.80%
Venezuela	29	7.06%
Colombia	26	6.33%
Peru	23	5.53%
Guatemala	1	0.30%
Ecuador	1	0.26%
Panama	1	0.24%
Uruguay	1	0.23%
Paraguay	1	0.16%
El Salvador	1	0.14%
Costa Rica	1	0.14%
Bolivia	1	0.13%
Honduras	1	0.13%
Nicaragua	0	0.00%
Suriname	0	0.03%
Belize	0	0.00%
Guyana	0	0.00%
<b>Total</b>	<b>415</b>	<b>100.00%</b>

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

#### Market Potential for Facial Make-up in Latin America (million US \$): 2000



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**The Market for Facial Make-up in Latin America: 1995 - 2005**

Year	million US \$	% of Globe
1995	327.93	4.15
1996	340.79	4.28
1997	363.59	4.60
1998	379.80	4.82
1999	396.69	4.84
2000	415.08	4.83
2001	435.07	4.83
2002	456.63	4.84
2003	479.86	4.85
2004	504.90	4.86
2005	531.93	4.88

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.2 ARGENTINA

**Facial Make-up (million US \$): Argentina 1995 - 2005**

Year	Argentina	% of Region	% of Globe
1995	35	10.59%	0.44%
1996	39	11.45%	0.48%
1997	45	12.31%	0.56%
1998	51	13.32%	0.64%
1999	56	14.07%	0.68%
2000	61	14.79%	0.71%
2001	68	15.53%	0.75%
2002	74	16.27%	0.78%
2003	82	17.03%	0.82%
2004	90	17.81%	0.86%
2005	99	18.59%	0.90%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



### 5.3 BELIZE

**Facial Make-up (million US \$): Belize 1995 - 2005**

Year	Belize	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.01%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 5.4 BOLIVIA

**Facial Make-up (million US \$): Bolivia 1995 - 2005**

Year	Bolivia	% of Region	% of Globe
1995	0	0.13%	0.00%
1996	1	0.15%	0.00%
1997	1	0.16%	0.00%
1998	1	0.15%	0.00%
1999	1	0.14%	0.00%
2000	1	0.13%	0.00%
2001	1	0.13%	0.00%
2002	1	0.12%	0.00%
2003	1	0.12%	0.00%
2004	1	0.12%	0.00%
2005	1	0.11%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.5 BRAZIL

<b>Facial Make-up (million US \$): Brazil 1995 - 2005</b>			
<b>Year</b>	<b>Brazil</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	141	43.13%	1.79%
1996	144	42.36%	1.81%
1997	149	40.93%	1.88%
1998	151	39.70%	1.91%
1999	152	38.38%	1.85%
2000	154	37.04%	1.79%
2001	155	35.69%	1.72%
2002	157	34.34%	1.66%
2003	158	33.00%	1.60%
2004	160	31.67%	1.54%
2005	162	30.36%	1.48%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.6 CHILE

<b>Facial Make-up (million US \$): Chile 1995 - 2005</b>			
<b>Year</b>	<b>Chile</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	18	5.40%	0.22%
1996	21	6.16%	0.26%
1997	25	6.81%	0.31%
1998	27	7.18%	0.34%
1999	30	7.49%	0.36%
2000	32	7.80%	0.37%
2001	35	8.11%	0.39%
2002	39	8.43%	0.40%
2003	42	8.74%	0.42%
2004	46	9.05%	0.44%
2005	50	9.37%	0.45%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.7 COLOMBIA

<b>Facial Make-up (million US \$): Colombia 1995 - 2005</b>			
<b>Year</b>	<b>Colombia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	25	7.59%	0.31%
1996	24	6.97%	0.29%
1997	23	6.22%	0.28%
1998	22	5.81%	0.27%
1999	24	6.02%	0.29%
2000	26	6.33%	0.30%
2001	29	6.64%	0.32%
2002	32	6.96%	0.33%
2003	35	7.29%	0.35%
2004	38	7.62%	0.37%
2005	42	7.95%	0.38%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.8 COSTA RICA

<b>Facial Make-up (million US \$): Costa Rica 1995 - 2005</b>			
<b>Year</b>	<b>Costa Rica</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.14%	0.00%
1996	1	0.16%	0.00%
1997	1	0.16%	0.00%
1998	1	0.16%	0.00%
1999	1	0.15%	0.00%
2000	1	0.14%	0.00%
2001	1	0.14%	0.00%
2002	1	0.13%	0.00%
2003	1	0.13%	0.00%
2004	1	0.12%	0.00%
2005	1	0.12%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.9 ECUADOR

<b>Facial Make-up (million US \$): Ecuador 1995 - 2005</b>			
<b>Year</b>	<b>Ecuador</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.26%	0.00%
1996	1	0.29%	0.00%
1997	1	0.30%	0.00%
1998	1	0.29%	0.00%
1999	1	0.28%	0.00%
2000	1	0.26%	0.00%
2001	1	0.25%	0.00%
2002	1	0.25%	0.00%
2003	1	0.24%	0.00%
2004	1	0.23%	0.01%
2005	1	0.22%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.10 EL SALVADOR

<b>Facial Make-up (million US \$): El Salvador 1995 - 2005</b>			
<b>Year</b>	<b>El Salvador</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.15%	0.00%
1996	1	0.17%	0.00%
1997	1	0.17%	0.00%
1998	1	0.16%	0.00%
1999	1	0.15%	0.00%
2000	1	0.14%	0.00%
2001	1	0.14%	0.00%
2002	1	0.14%	0.00%
2003	1	0.13%	0.00%
2004	1	0.13%	0.00%
2005	1	0.13%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.11 GUATEMALA

**Facial Make-up (million US \$): Guatemala 1995 - 2005**

Year	Guatemala	% of Region	% of Globe
1995	1	0.31%	0.01%
1996	1	0.35%	0.00%
1997	1	0.36%	0.00%
1998	1	0.34%	0.00%
1999	1	0.32%	0.00%
2000	1	0.30%	0.00%
2001	1	0.29%	0.00%
2002	1	0.28%	0.01%
2003	1	0.28%	0.00%
2004	1	0.27%	0.00%
2005	1	0.26%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.12 GUYANA

**Facial Make-up (million US \$): Guyana 1995 - 2005**

Year	Guyana	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 5.13 HONDURAS

**Facial Make-up (million US \$): Honduras 1995 - 2005**

Year	Honduras	% of Region	% of Globe
1995	0	0.13%	0.00%
1996	1	0.15%	0.00%
1997	1	0.15%	0.00%
1998	1	0.15%	0.00%
1999	1	0.14%	0.00%
2000	1	0.13%	0.00%
2001	1	0.13%	0.00%
2002	1	0.12%	0.00%
2003	1	0.12%	0.00%
2004	1	0.12%	0.00%
2005	1	0.11%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 5.14 MEXICO

**Facial Make-up (million US \$): Mexico 1995 - 2005**

Year	Mexico	% of Region	% of Globe
1995	64	19.57%	0.81%
1996	64	18.75%	0.80%
1997	70	19.17%	0.88%
1998	74	19.38%	0.93%
1999	77	19.45%	0.94%
2000	81	19.49%	0.94%
2001	85	19.50%	0.94%
2002	89	19.48%	0.94%
2003	93	19.43%	0.94%
2004	98	19.36%	0.94%
2005	103	19.27%	0.94%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.15 NICARAGUA

**Facial Make-up (million US \$): Nicaragua 1995 - 2005**

Year	Nicaragua	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.07%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.16 PANAMA

**Facial Make-up (million US \$): Panama 1995 - 2005**

Year	Panama	% of Region	% of Globe
1995	1	0.24%	0.00%
1996	1	0.27%	0.00%
1997	1	0.28%	0.00%
1998	1	0.27%	0.00%
1999	1	0.25%	0.01%
2000	1	0.24%	0.00%
2001	1	0.23%	0.00%
2002	1	0.22%	0.00%
2003	1	0.22%	0.00%
2004	1	0.21%	0.00%
2005	1	0.20%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.17 PARAGUAY

Facial Make-up (million US \$): Paraguay 1995 - 2005			
Year	Paraguay	% of Region	% of Globe
1995	1	0.16%	0.00%
1996	1	0.19%	0.00%
1997	1	0.19%	0.00%
1998	1	0.18%	0.00%
1999	1	0.17%	0.00%
2000	1	0.16%	0.00%
2001	1	0.16%	0.00%
2002	1	0.15%	0.00%
2003	1	0.15%	0.00%
2004	1	0.14%	0.00%
2005	1	0.14%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.18 PERU

Facial Make-up (million US \$): Peru 1995 - 2005			
Year	Peru	% of Region	% of Globe
1995	13	4.08%	0.16%
1996	16	4.59%	0.19%
1997	18	4.95%	0.22%
1998	20	5.18%	0.24%
1999	21	5.36%	0.25%
2000	23	5.53%	0.26%
2001	25	5.70%	0.27%
2002	27	5.87%	0.28%
2003	29	6.04%	0.29%
2004	31	6.21%	0.30%
2005	34	6.38%	0.31%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 5.19 SURINAME

<b>Facial Make-up (million US \$): Suriname 1995 - 2005</b>			
<b>Year</b>	<b>Suriname</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.03%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.20 URUGUAY

<b>Facial Make-up (million US \$): Uruguay 1995 - 2005</b>			
<b>Year</b>	<b>Uruguay</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.21%	0.00%
1996	1	0.24%	0.00%
1997	1	0.25%	0.01%
1998	1	0.25%	0.00%
1999	1	0.24%	0.00%
2000	1	0.23%	0.01%
2001	1	0.22%	0.00%
2002	1	0.21%	0.00%
2003	1	0.20%	0.00%
2004	1	0.19%	0.00%
2005	1	0.18%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 5.21 VENEZUELA

**Facial Make-up (million US \$): Venezuela 1995 - 2005**

Year	Venezuela	% of Region	% of Globe
1995	25	7.68%	0.31%
1996	26	7.53%	0.32%
1997	27	7.33%	0.33%
1998	28	7.25%	0.34%
1999	28	7.16%	0.34%
2000	29	7.06%	0.34%
2001	30	6.94%	0.33%
2002	31	6.82%	0.33%
2003	32	6.69%	0.32%
2004	33	6.56%	0.31%
2005	34	6.42%	0.31%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6 NORTH AMERICA & THE CARIBBEAN: FACIAL MAKE-UP

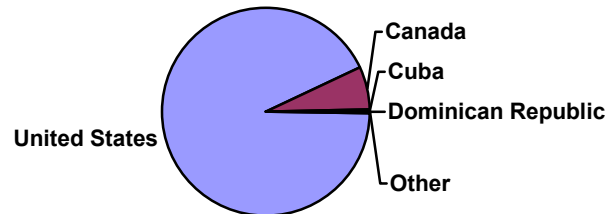
### 6.1 EXECUTIVE SUMMARY

**Market Potential for Facial Make-up in North America & the Caribbean (million US \$): 2000**

Country	Latent Demand million US \$	% of North America & the Caribbean
United States	2,191	92.69%
Canada	160	6.75%
Cuba	6	0.25%
Dominican Republic	1	0.00%
Trinidad and Tobago	0	0.00%
Jamaica	0	0.00%
Bahamas	0	0.00%
Haiti	0	0.00%
Martinique	0	0.00%
Barbados	0	0.00%
Netherlands Antilles	0	0.00%
Bermuda	0	0.00%
St. Lucia	0	0.00%
Antigua and Barbuda	0	0.00%
Grenada	0	0.00%
St. Vincent and the Grenadines	0	0.00%
St. Kitts and Nevis	0	0.00%
Dominica	0	0.00%
<b>Total</b>	<b>2,359</b>	<b>100.00%</b>

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

**Market Potential for Facial Make-up in North America & the Caribbean (million US \$): 2000**



**The Market for Facial Make-up in North America & the Caribbean: 1995 - 2005**

Year	million US \$	% of Globe
1995	1,771.94	22.45
1996	1,885.55	23.66
1997	2,012.11	25.48
1998	2,138.48	27.11
1999	2,249.70	27.43
2000	2,363.26	27.51
2001	2,482.86	27.59
2002	2,608.78	27.65
2003	2,741.38	27.70
2004	2,881.02	27.74
2005	3,028.11	27.77

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.2 ANTIGUA AND BARBUDA

**Facial Make-up (million US \$): Antigua and Barbuda 1995 - 2005**

Year	Antigua and Barbuda	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.3 BAHAMAS

**Facial Make-up (million US \$): Bahamas 1995 - 2005**

Year	Bahamas	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.01%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.01%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.4 BARBADOS

**Facial Make-up (million US \$): Barbados 1995 - 2005**

Year	Barbados	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.5 BERMUDA

**Facial Make-up (million US \$): Bermuda 1995 - 2005**

Year	Bermuda	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.6 CANADA

### Facial Make-up (million US \$): Canada 1995 - 2005

Year	Canada	% of Region	% of Globe
1995	93	5.26%	1.18%
1996	108	5.73%	1.35%
1997	123	6.11%	1.55%
1998	135	6.30%	1.70%
1999	147	6.52%	1.78%
2000	160	6.75%	1.85%
2001	174	7.00%	1.93%
2002	189	7.25%	2.00%
2003	206	7.51%	2.08%
2004	224	7.78%	2.16%
2005	244	8.06%	2.24%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.7 CUBA

### Facial Make-up (million US \$): Cuba 1995 - 2005

Year	Cuba	% of Region	% of Globe
1995	2	0.13%	0.03%
1996	3	0.15%	0.00%
1997	3	0.16%	0.04%
1998	5	0.25%	0.00%
1999	6	0.26%	0.00%
2000	6	0.25%	0.00%
2001	6	0.24%	0.00%
2002	6	0.23%	0.00%
2003	6	0.23%	0.00%
2004	6	0.22%	0.06%
2005	7	0.21%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.8 DOMINICA

<b>Facial Make-up (million US \$): Dominica 1995 - 2005</b>			
<b>Year</b>	<b>Dominica</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.9 DOMINICAN REPUBLIC

<b>Facial Make-up (million US \$): Dominican Republic 1995 - 2005</b>			
<b>Year</b>	<b>Dominican Republic</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.03%	0.00%
1996	1	0.00%	0.00%
1997	1	0.00%	0.00%
1998	1	0.00%	0.00%
1999	1	0.00%	0.00%
2000	1	0.00%	0.00%
2001	1	0.00%	0.00%
2002	1	0.00%	0.00%
2003	1	0.00%	0.00%
2004	1	0.00%	0.00%
2005	1	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 6.10 GRENADA

<b>Facial Make-up (million US \$): Grenada 1995 - 2005</b>			
<b>Year</b>	<b>Grenada</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.11 HAITI

<b>Facial Make-up (million US \$): Haiti 1995 - 2005</b>			
<b>Year</b>	<b>Haiti</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.01%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.12 JAMAICA

<b>Facial Make-up (million US \$): Jamaica 1995 - 2005</b>			
<b>Year</b>	<b>Jamaica</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.13 MARTINIQUE

<b>Facial Make-up (million US \$): Martinique 1995 - 2005</b>			
<b>Year</b>	<b>Martinique</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.14 NETHERLANDS ANTILLES

### Facial Make-up (million US \$): Netherlands Antilles 1995 - 2005

Year	Netherlands Antilles	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.15 ST. KITTS AND NEVIS

### Facial Make-up (million US \$): St. Kitts and Nevis 1995 - 2005

Year	St. Kitts and Nevis	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.16 ST. LUCIA

### Facial Make-up (million US \$): St. Lucia 1995 - 2005

Year	St. Lucia	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.17 ST. VINCENT AND THE GRENADINES

### Facial Make-up (million US \$): St. Vincent and the Grenadines 1995 - 2005

Year	St. Vincent and the Grenadines	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.18 TRINIDAD AND TOBAGO

### Facial Make-up (million US \$): Trinidad and Tobago 1995 - 2005

Year	Trinidad and Tobago	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 6.19 UNITED STATES

### Facial Make-up (million US \$): United States 1995 - 2005

Year	United States	% of Region	% of Globe
1995	1,672	94.36%	21.18%
1996	1,770	93.84%	22.20%
1997	1,880	93.43%	23.80%
1998	1,992	93.13%	25.25%
1999	2,090	92.91%	25.48%
2000	2,191	92.69%	25.50%
2001	2,296	92.47%	25.51%
2002	2,406	92.23%	25.50%
2003	2,522	91.98%	25.48%
2004	2,643	91.73%	25.44%
2005	2,770	91.46%	25.40%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 7 OCEANA: FACIAL MAKE-UP

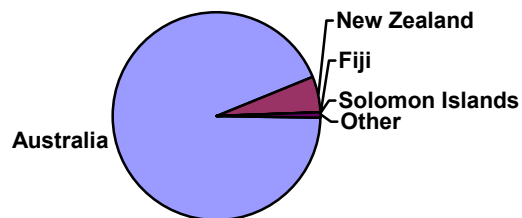
### 7.1 EXECUTIVE SUMMARY

#### Market Potential for Facial Make-up in Oceania (million US \$): 2000

Country	Latent Demand million US \$	% of Oceania
Australia	80	93.50%
New Zealand	5	5.61%
Fiji	0	0.15%
Solomon Islands	0	0.00%
American Samoa	0	0.00%
Nauru	0	0.00%
Vanuatu	0	0.00%
Tonga	0	0.00%
Micronesia Federation	0	0.00%
Palau	0	0.00%
Marshall Islands	0	0.00%
Kiribati	0	0.00%
Tuvalu	0	0.00%
<b>Total</b>	<b>85</b>	<b>100.00%</b>

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

#### Market Potential for Facial Make-up in Oceania (million US \$): 2000



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**The Market for Facial Make-up in Oceania: 1995 - 2005**

<b>Year</b>	<b>million US \$</b>	<b>% of Globe</b>
1995	82.19	1.04
1996	88.20	1.11
1997	86.37	1.09
1998	78.44	0.99
1999	81.02	0.99
2000	85.79	1.00
2001	90.87	1.01
2002	96.26	1.02
2003	102.00	1.03
2004	108.11	1.04
2005	114.59	1.05

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 7.2 AMERICAN SAMOA

**Facial Make-up (million US \$): American Samoa 1995 - 2005**

<b>Year</b>	<b>American Samoa</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 7.3 AUSTRALIA

#### Facial Make-up (million US \$): Australia 1995 - 2005

Year	Australia	% of Region	% of Globe
1995	77	93.52%	0.97%
1996	82	92.88%	1.02%
1997	80	92.64%	1.01%
1998	73	92.74%	0.92%
1999	75	93.12%	0.91%
2000	80	93.50%	0.93%
2001	85	93.86%	0.94%
2002	91	94.19%	0.96%
2003	96	94.51%	0.97%
2004	103	94.82%	0.98%
2005	109	95.11%	0.99%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 7.4 FIJI

#### Facial Make-up (million US \$): Fiji 1995 - 2005

Year	Fiji	% of Region	% of Globe
1995	0	0.12%	0.00%
1996	0	0.13%	0.00%
1997	0	0.15%	0.00%
1998	0	0.16%	0.00%
1999	0	0.16%	0.00%
2000	0	0.15%	0.00%
2001	0	0.14%	0.00%
2002	0	0.13%	0.00%
2003	0	0.13%	0.00%
2004	0	0.12%	0.00%
2005	0	0.12%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 7.5 KIRIBATI

### Facial Make-up (million US \$): Kiribati 1995 - 2005

Year	Kiribati	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 7.6 MARSHALL ISLANDS

### Facial Make-up (million US \$): Marshall Islands 1995 - 2005

Year	Marshall Islands	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 7.7 MICRONESIA FEDERATION

### Facial Make-up (million US \$): Micronesia Federation 1995 - 2005

Year	Micronesia Federation	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 7.8 NAURU

### Facial Make-up (million US \$): Nauru 1995 - 2005

Year	Nauru	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 7.9 NEW ZEALAND

**Facial Make-up (million US \$): New Zealand 1995 - 2005**

Year	New Zealand	% of Region	% of Globe
1995	5	5.79%	0.00%
1996	6	6.35%	0.07%
1997	6	6.49%	0.00%
1998	5	6.28%	0.00%
1999	5	5.94%	0.00%
2000	5	5.61%	0.00%
2001	5	5.30%	0.00%
2002	5	5.00%	0.00%
2003	5	4.72%	0.00%
2004	5	4.45%	0.04%
2005	5	4.20%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 7.10 PALAU

**Facial Make-up (million US \$): Palau 1995 - 2005**

Year	Palau	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 7.11 SOLOMON ISLANDS

### Facial Make-up (million US \$): Solomon Islands 1995 - 2005

Year	Solomon Islands	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 7.12 TONGA

### Facial Make-up (million US \$): Tonga 1995 - 2005

Year	Tonga	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 7.13 TUVALU

<b>Facial Make-up (million US \$): Tuvalu 1995 - 2005</b>			
<b>Year</b>	<b>Tuvalu</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

### 7.14 VANUATU

<b>Facial Make-up (million US \$): Vanuatu 1995 - 2005</b>			
<b>Year</b>	<b>Vanuatu</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.00%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.01%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8 THE MIDDLE EAST: FACIAL MAKE-UP

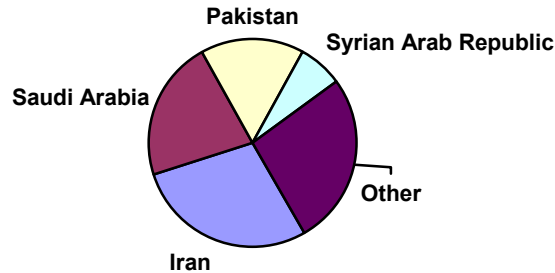
### 8.1 EXECUTIVE SUMMARY

#### Market Potential for Facial Make-up in the Middle East (million US \$): 2000

Country	Latent Demand million US \$	% of the Middle East
Iran	113	28.20%
Saudi Arabia	88	21.94%
Pakistan	66	16.38%
Syrian Arab Republic	28	6.90%
United Arab Emirates	25	6.19%
Israel	21	5.23%
Uzbekistan	18	4.48%
Iraq	10	2.56%
Turkey	10	2.37%
Azerbaijan	7	1.65%
Kuwait	5	1.34%
Armenia	1	0.34%
Oman	1	0.33%
Tajikistan	1	0.33%
Kyrgyzstan	1	0.31%
Turkmenistan	1	0.30%
Yemen	1	0.27%
Qatar	1	0.20%
Jordan	1	0.20%
Lebanon	1	0.14%
Afghanistan	0	0.10%
Bahrain	0	0.00%
<b>Total</b>	<b>401</b>	<b>100.00%</b>

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

**Market Potential for Facial Make-up in the Middle East (million US \$): 2000**



**The Market for Facial Make-up in the Middle East: 1995 - 2005**

Year	million US \$	% of Globe
1995	341.43	4.33
1996	367.00	4.60
1997	382.75	4.85
1998	383.73	4.87
1999	391.28	4.77
2000	400.80	4.67
2001	410.98	4.57
2002	421.78	4.47
2003	433.25	4.38
2004	445.43	4.29
2005	458.40	4.20

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.2 AFGHANISTAN

### Facial Make-up (million US \$): Afghanistan 1995 - 2005

Year	Afghanistan	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.10%	0.00%
1998	0	0.10%	0.00%
1999	0	0.10%	0.00%
2000	0	0.10%	0.00%
2001	0	0.00%	0.00%
2002	0	0.00%	0.00%
2003	0	0.00%	0.00%
2004	0	0.09%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.3 ARMENIA

### Facial Make-up (million US \$): Armenia 1995 - 2005

Year	Armenia	% of Region	% of Globe
1995	1	0.33%	0.00%
1996	1	0.36%	0.00%
1997	1	0.38%	0.00%
1998	1	0.37%	0.01%
1999	1	0.36%	0.00%
2000	1	0.34%	0.00%
2001	1	0.34%	0.00%
2002	1	0.34%	0.00%
2003	2	0.34%	0.00%
2004	2	0.34%	0.00%
2005	2	0.34%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 8.4 AZERBAIJAN

Year	Facial Make-up (million US \$): Azerbaijan 1995 - 2005		
	Azerbaijan	% of Region	% of Globe
1995	3	0.79%	0.00%
1996	3	0.83%	0.00%
1997	4	0.93%	0.00%
1998	6	1.55%	0.00%
1999	6	1.65%	0.00%
2000	7	1.65%	0.07%
2001	7	1.64%	0.07%
2002	7	1.63%	0.00%
2003	7	1.62%	0.00%
2004	7	1.61%	0.00%
2005	7	1.59%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.5 BAHRAIN

Year	Facial Make-up (million US \$): Bahrain 1995 - 2005		
	Bahrain	% of Region	% of Globe
1995	0	0.00%	0.00%
1996	0	0.00%	0.00%
1997	0	0.00%	0.00%
1998	0	0.10%	0.00%
1999	0	0.00%	0.00%
2000	0	0.00%	0.00%
2001	0	0.00%	0.00%
2002	0	0.09%	0.00%
2003	0	0.00%	0.00%
2004	0	0.00%	0.00%
2005	0	0.00%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.6 IRAN

<b>Facial Make-up (million US \$): Iran 1995 - 2005</b>			
<b>Year</b>	<b>Iran</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	100	29.15%	1.26%
1996	103	28.01%	1.28%
1997	108	28.24%	1.36%
1998	110	28.70%	1.39%
1999	112	28.51%	1.36%
2000	113	28.20%	1.31%
2001	115	27.86%	1.27%
2002	116	27.50%	1.22%
2003	118	27.12%	1.18%
2004	119	26.73%	1.14%
2005	121	26.31%	1.10%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.7 IRAQ

<b>Facial Make-up (million US \$): Iraq 1995 - 2005</b>			
<b>Year</b>	<b>Iraq</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	7	2.03%	0.00%
1996	8	2.05%	0.00%
1997	8	2.12%	0.10%
1998	9	2.30%	0.11%
1999	10	2.44%	0.11%
2000	10	2.56%	0.11%
2001	11	2.70%	0.12%
2002	12	2.85%	0.12%
2003	13	3.00%	0.13%
2004	14	3.16%	0.13%
2005	15	3.33%	0.14%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.8 ISRAEL

<b>Facial Make-up (million US \$): Israel 1995 - 2005</b>			
<b>Year</b>	<b>Israel</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	19	5.42%	0.23%
1996	19	5.29%	0.24%
1997	20	5.20%	0.25%
1998	20	5.21%	0.25%
1999	20	5.22%	0.24%
2000	21	5.23%	0.24%
2001	22	5.23%	0.23%
2002	22	5.23%	0.23%
2003	23	5.23%	0.22%
2004	23	5.22%	0.22%
2005	24	5.20%	0.21%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.9 JORDAN

<b>Facial Make-up (million US \$): Jordan 1995 - 2005</b>			
<b>Year</b>	<b>Jordan</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.20%	0.00%
1996	1	0.21%	0.00%
1997	1	0.22%	0.00%
1998	1	0.22%	0.01%
1999	1	0.21%	0.00%
2000	1	0.20%	0.00%
2001	1	0.20%	0.00%
2002	1	0.20%	0.00%
2003	1	0.20%	0.00%
2004	1	0.20%	0.00%
2005	1	0.20%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.10 KUWAIT

### Facial Make-up (million US \$): Kuwait 1995 - 2005

Year	Kuwait	% of Region	% of Globe
1995	2	0.65%	0.02%
1996	3	0.71%	0.00%
1997	3	0.80%	0.00%
1998	5	1.27%	0.00%
1999	5	1.34%	0.00%
2000	5	1.34%	0.00%
2001	5	1.33%	0.00%
2002	6	1.32%	0.00%
2003	6	1.31%	0.00%
2004	6	1.30%	0.00%
2005	6	1.28%	0.05%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.11 KYRGYZSTAN

### Facial Make-up (million US \$): Kyrgyzstan 1995 - 2005

Year	Kyrgyzstan	% of Region	% of Globe
1995	1	0.25%	0.00%
1996	1	0.28%	0.00%
1997	1	0.31%	0.01%
1998	1	0.32%	0.00%
1999	1	0.32%	0.01%
2000	1	0.31%	0.01%
2001	1	0.30%	0.01%
2002	1	0.29%	0.00%
2003	1	0.28%	0.00%
2004	1	0.27%	0.00%
2005	1	0.26%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.12 LEBANON

<b>Facial Make-up (million US \$): Lebanon 1995 - 2005</b>			
<b>Year</b>	<b>Lebanon</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	0	0.13%	0.00%
1996	1	0.14%	0.00%
1997	1	0.15%	0.00%
1998	1	0.15%	0.00%
1999	1	0.14%	0.00%
2000	1	0.14%	0.00%
2001	1	0.14%	0.00%
2002	1	0.14%	0.00%
2003	1	0.14%	0.00%
2004	1	0.14%	0.00%
2005	1	0.14%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.13 OMAN

<b>Facial Make-up (million US \$): Oman 1995 - 2005</b>			
<b>Year</b>	<b>Oman</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.31%	0.00%
1996	1	0.34%	0.00%
1997	1	0.36%	0.00%
1998	1	0.36%	0.00%
1999	1	0.34%	0.00%
2000	1	0.33%	0.00%
2001	1	0.33%	0.00%
2002	1	0.33%	0.00%
2003	1	0.33%	0.00%
2004	1	0.32%	0.00%
2005	1	0.32%	0.01%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.14 PAKISTAN

<b>Facial Make-up (million US \$): Pakistan 1995 - 2005</b>			
<b>Year</b>	<b>Pakistan</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	69	20.23%	0.87%
1996	80	21.71%	0.99%
1997	79	20.73%	1.00%
1998	67	17.54%	0.85%
1999	65	16.73%	0.79%
2000	66	16.38%	0.76%
2001	66	16.03%	0.73%
2002	66	15.67%	0.70%
2003	66	15.30%	0.67%
2004	67	14.93%	0.64%
2005	67	14.56%	0.61%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.15 QATAR

<b>Facial Make-up (million US \$): Qatar 1995 - 2005</b>			
<b>Year</b>	<b>Qatar</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	1	0.17%	0.00%
1996	1	0.19%	0.00%
1997	1	0.20%	0.00%
1998	1	0.21%	0.00%
1999	1	0.20%	0.00%
2000	1	0.20%	0.00%
2001	1	0.20%	0.00%
2002	1	0.19%	0.00%
2003	1	0.19%	0.00%
2004	1	0.18%	0.00%
2005	1	0.18%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.16 SAUDI ARABIA

<b>Facial Make-up (million US \$): Saudi Arabia 1995 - 2005</b>			
<b>Year</b>	<b>Saudi Arabia</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	81	23.85%	1.03%
1996	83	22.54%	1.03%
1997	84	21.93%	1.06%
1998	86	22.31%	1.08%
1999	87	22.18%	1.05%
2000	88	21.94%	1.02%
2001	89	21.67%	0.98%
2002	90	21.39%	0.95%
2003	91	21.09%	0.92%
2004	93	20.78%	0.89%
2005	94	20.45%	0.86%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.17 SYRIAN ARAB REPUBLIC

<b>Facial Make-up (million US \$): Syrian Arab Republic 1995 - 2005</b>			
<b>Year</b>	<b>Syrian Arab Republic</b>	<b>% of Region</b>	<b>% of Globe</b>
1995	16	4.55%	0.19%
1996	18	4.99%	0.23%
1997	21	5.59%	0.27%
1998	23	6.11%	0.29%
1999	25	6.51%	0.31%
2000	28	6.90%	0.32%
2001	30	7.31%	0.33%
2002	33	7.74%	0.34%
2003	35	8.19%	0.35%
2004	39	8.65%	0.37%
2005	42	9.14%	0.38%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.18 TAJIKISTAN

**Facial Make-up (million US \$): Tajikistan 1995 - 2005**

Year	Tajikistan	% of Region	% of Globe
1995	1	0.25%	0.01%
1996	1	0.29%	0.00%
1997	1	0.32%	0.00%
1998	1	0.33%	0.00%
1999	1	0.33%	0.00%
2000	1	0.33%	0.00%
2001	1	0.31%	0.00%
2002	1	0.30%	0.00%
2003	1	0.29%	0.00%
2004	1	0.27%	0.00%
2005	1	0.26%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.19 TURKEY

**Facial Make-up (million US \$): Turkey 1995 - 2005**

Year	Turkey	% of Region	% of Globe
1995	5	1.37%	0.00%
1996	6	1.51%	0.06%
1997	7	1.72%	0.00%
1998	8	2.03%	0.09%
1999	9	2.21%	0.10%
2000	10	2.37%	0.11%
2001	10	2.54%	0.11%
2002	12	2.72%	0.12%
2003	13	2.92%	0.12%
2004	14	3.12%	0.13%
2005	15	3.34%	0.14%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)



## 8.20 TURKMENISTAN

### Facial Make-up (million US \$): Turkmenistan 1995 - 2005

Year	Turkmenistan	% of Region	% of Globe
1995	1	0.24%	0.01%
1996	1	0.27%	0.00%
1997	1	0.30%	0.00%
1998	1	0.31%	0.00%
1999	1	0.31%	0.00%
2000	1	0.30%	0.00%
2001	1	0.29%	0.00%
2002	1	0.28%	0.01%
2003	1	0.27%	0.00%
2004	1	0.26%	0.01%
2005	1	0.25%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.21 UNITED ARAB EMIRATES

### Facial Make-up (million US \$): United Arab Emirates 1995 - 2005

Year	United Arab Emirates	% of Region	% of Globe
1995	17	4.84%	0.20%
1996	19	5.05%	0.23%
1997	20	5.32%	0.25%
1998	22	5.62%	0.27%
1999	23	5.90%	0.28%
2000	25	6.19%	0.28%
2001	27	6.49%	0.29%
2002	29	6.80%	0.30%
2003	31	7.12%	0.31%
2004	33	7.45%	0.31%
2005	36	7.79%	0.32%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.22 UZBEKISTAN

Facial Make-up (million US \$): Uzbekistan 1995 - 2005			
Year	Uzbekistan	% of Region	% of Globe
1995	16	4.68%	0.20%
1996	17	4.63%	0.21%
1997	17	4.54%	0.22%
1998	17	4.46%	0.21%
1999	17	4.46%	0.21%
2000	18	4.48%	0.20%
2001	18	4.48%	0.20%
2002	19	4.49%	0.20%
2003	19	4.49%	0.19%
2004	20	4.48%	0.19%
2005	21	4.48%	0.18%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

## 8.23 YEMEN

Facial Make-up (million US \$): Yemen 1995 - 2005			
Year	Yemen	% of Region	% of Globe
1995	1	0.25%	0.00%
1996	1	0.28%	0.00%
1997	1	0.29%	0.00%
1998	1	0.29%	0.01%
1999	1	0.28%	0.00%
2000	1	0.27%	0.00%
2001	1	0.27%	0.00%
2002	1	0.27%	0.00%
2003	1	0.27%	0.00%
2004	1	0.26%	0.00%
2005	1	0.26%	0.00%

Source: Icon Group Ltd., copyright 2000, [www.icongroupedition.com](http://www.icongroupedition.com)

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