

MILAGROS ENTERPRISE GROUP SAS: HIGH-QUALITY PRODUCTS IN HAIR  
HEALTH

*International Business Plan*

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## INTRODUCTION

In an increasingly competitive domestic market, Milagros seeks to expand its business model, and internationalization is proving to be a strategic way to ensure growth and diversify its customer base. Choosing the professional intensive repair mask as a key export product reflects the opportunities offered by the global hair care sector. It is a treatment designed to restore hair fiber and reduce breakage, especially in hair damaged by chemical processes. Its formula, enriched with peptides, vitamins, and keratin, makes it a standout product in a world that demands performance and transparency in its ingredients (Mascarilla Profesional de Reparación Intensiva: Milagros, 2025).

We will focus on three strategic markets for the company: Mexico, France, and the United States. These three countries were chosen based on their consumption potential, cultural affinity, and the availability of favorable distribution channels. The main objective is to thoroughly analyze the context of each of these markets to determine the most optimal strategy, evaluating the challenges and opportunities that Milagros masks could face on their path to internationalization.

## **OBJECTIVES**

### **General objective**

To analyze the feasibility of internationalizing Milagros' Professional Intensive Repair Mask in the Mexican, French, and US markets by identifying opportunities, required standards, and market conditions that facilitate the development of competitive strategies.

### **Specific objectives**

- To describe the product in terms of its characteristics, components, and what makes it unique compared to others in the global hair care market.
- To examine each country's regulations and requirements related to hair care products, ensuring that exporting the mask is legally feasible.
- To propose an initial internationalization plan to help the company take the first steps toward introducing and consolidating its product in the chosen markets based on advantages and possibilities for internationalization, as well as the potential difficulties in entering the three selected markets.

## COMPANY DESCRIPTION

Milagros is a Colombian company specialized in hair care products (Milagros Beauty, n.d.) They have been creating formulas for products such as shampoo, conditioners, hair masks, and more, using natural ingredients, for 10 years, proven to improve hair health clinically. They focus on creating a loyal customer base by providing high-quality products that meet all types of hair needs. Their goal is to become the brand with the highest sales in Colombia within the hair-care category and to become the benchmark in Latin America for best R&D program for hair products by 2025. Their philosophy is to create real connections with customers by guaranteeing security and helping them feel confident in themselves by using Milagros' hair products.

Milagros is based in Bogotá, Colombia, and currently employs around 80 people, including chemists, production technicians, and marketing experts. Its product range includes professional treatments, nourishing masks, keratin products, and repair serums for professional salons and individual users. Milagros is committed to sustainability and social responsibility, using biodegradable packaging and ingredients sourced from sustainable, certified suppliers. It also promotes gender equality, with more than 60% of its team made up of women, many of whom hold leadership roles. The company follows Colombian environmental regulations and adapts its policies to international standards of sustainability and fair trade, reflecting its mission to benefit both people and the environment.

## PRODUCT IDENTIFICATION

The primary product in this study is Milagros Professional Intensive Repair Mask, a hair treatment featuring ingredients that are widely accepted and perform well internationally, and which have been proven effective in repairing damaged hair fibers. Its main active ingredients are 11 amino acids, coconut oil, hydrolyzed keratin, oat peptides, biotin, and collagen. The benefits of the product include a 96% reduction in hair loss due to breakage, 51% recovery of cystine, and 69% recovery of bonds lost due to bleaching, making it a highly effective option for dry, damaged, dyed, or straightened hair (Mascarilla Profesional de Reparación Intensiva: Milagros, 2025). According to (Kuri, 2022), amino acids play a key role in hair strength and shape. They also help maintain hydration, adhering to the outer layer of the hair, and filling in gaps to provide shine and a smooth texture.

- Coconut oil can reach the inner layers of the hair, providing deep hydration that restores shine and softness (Kiehl's Since 1851, 2025).
- Hydrolyzed keratin strengthens hair from the root, reduces porosity, and makes hair stronger and less prone to breakage (Brasil & Belleza, n.d.).
- Biotin has the ability to make hair stronger and plays a role in the production of keratin, which is the protein that provides strength and resistance to hair (Insparya, 2025).
- Collagen is part of the natural structure of hair, providing strength, flexibility, volume, and shine. It also promotes blood circulation and encourages strong hair growth, helping to prevent hair loss (acofarma, 2022).

These components, in addition to being effective, are authorized for use in cosmetic products in the Mexican, European Union, and US markets, according to the regulations of

each region (Diario Oficial de la Federación, 2025); (Diario Oficial de la Unión Europea, 2009); (FDA, 2022). None of the ingredients in this mask are on the list of prohibited or restricted substances, which facilitates its export without significant regulatory obstacles.

The international trend in professional hair care has shown steady growth in the demand for repair treatments due to damage caused by chemical processes, environmental exposure, and the frequent use of heat tools, among other factors.



**Figure 1.** Professional intensive repair mask by Milagros  
Source: Taken from Milagros (2025), <https://www.milagros.com>

According to recent research, the global hair care products market reached a value of \$106.91 billion in 2024, with an expected annual growth rate of 9.4% between 2025 and 2032 (Fortune Business Insights, 2025). This situation highlights the importance of launching a specialized product, such as Milagros' hair mask, in international markets.

**Table 1.** Technical Specification – Milagros Professional Intensive Repair Mask

|                  |   |
|------------------|---|
| Product name     | Milagros Professional Intensive Repair Mask |
| Category         | Hair Care – Post-Chemical Treatment         |
| Presentation     | Plastic jar with screw cap                  |
| Content / Volume | 450ml                                       |
| Texture          | Cream                                       |

|                        |   |
|------------------------|---|
| Key Active Ingredients | <ul style="list-style-type: none"> <li>- 11 amino acids</li> <li>- Coconut oil</li> <li>- Hydrolyzed keratin</li> <li>- Oat peptides</li> <li>- Biotin and collagen</li> </ul>  |
| Mode of Use            | <ol style="list-style-type: none"> <li>1. Wash hair with shampoo</li> <li>2. Rinse and remove excess water</li> <li>3. Apply mask throughout hair, massaging from mid-lengths to ends</li> <li>4. Leave on for 15–20 minutes</li> <li>5. Rinse and seal with conditioner</li> </ol> |
| Storage Instructions   | <p>Store in a cool, dry place away from direct sunlight. Natural ingredients may cause slight variations in color without affecting performance.</p>  |
| Price                  | COP 69,990 (approx.) /18.15 USD   |

Source: Own elaboration, taken from Milagros (2025), <https://www.milagros.com>

## COUNTRIES PRESELECTION

Mexico, the United States, and France were chosen as priority countries for international expansion due to their strong market potential and alignment with Milagros' value proposition. Mexico stands out as one of the largest beauty and personal care markets in Latin America, with hair preparation imports reaching USD 1.04 billion in 2024, a 55.6% increase over the past five years (International Trade Centre, 2024). Additionally, grooming and hair care are deeply rooted in Mexican culture, and the rising consumer demand for natural and cruelty-free products aligns with Milagros' focus on safe, natural formulations (Grand View Research, 2024). Furthermore, the Pacific Alliance promotes trade between Colombia and Mexico by lowering tariffs and expanding market access (Meticulous Research, 2025).

The United States and France also offer strong opportunities because of their mature and innovative beauty industries. The U.S. is the largest market in the world for cosmetics and hair care, with a wide range of consumer needs that create demand for specialized and natural hair products, while the "clean beauty" trend has driven growth in products that focus on sustainability and ethical sourcing (Grand View Research, 2024; Meticulous Research, 2025).

France, on the other hand, is known globally as a beauty hub, where consumers prioritize high-quality, safe, and research-based hair products. With the European Union–Colombia trade agreement lowering barriers, France serves as a strategic gateway into Europe for Milagros' expansion (OEC, 2023). Together, these three countries offer complementary markets with both economic and cultural opportunities for Milagros' natural hair care solutions.

After evaluating Mexico, France, and the United States through a PESTLE analysis, the results indicate that the United States is the best market for Milagros Beauty's internationalization, with an overall score of **3.659**, surpassing France (**3.32**) and Mexico (**3.12**) (See **Table 2.**)

**Table 2.** Summary of Market Comparison

| <b>Criteria</b>               | <b>United States</b>  | <b>France</b>   | <b>Mexico</b>  |
|-------------------------------|---|---|--|
| <b>Total Score</b>            | 3.659   | 3.32  | 3.12   |
| <b>Pros</b>                   | <ul style="list-style-type: none"> <li>• High purchasing power and consumer spending</li> <li>• Advanced logistics and digital infrastructure</li> <li>• Low import tariffs and clear regulations</li> <li>• High demand for sustainable beauty products</li> <li>• Stable political and economic environment.</li> </ul> | <ul style="list-style-type: none"> <li>• Established cosmetics culture</li> <li>• Innovation and R&amp;D in beauty industry</li> <li>• Environmentally conscious consumers</li> </ul> | <ul style="list-style-type: none"> <li>• Geographic and cultural proximity to Colombia</li> <li>• Favorable trade agreements (USMCA)</li> <li>• Growing beauty market</li> </ul> |
| <b>Cons</b>                   | <ul style="list-style-type: none"> <li>• Strong competition from global brands</li> <li>• Strict FDA labeling and safety regulations</li> </ul>   | <ul style="list-style-type: none"> <li>• High market saturation</li> <li>• Complex bureaucracy for importers</li> </ul>   | <ul style="list-style-type: none"> <li>• Economic instability and security risks</li> <li>• Lower purchasing power</li> <li>• Limited online retail infrastructure</li> </ul>    |
| <b>Overall attractiveness</b> | High  | Medium–High   | Medium   |

Source: Self-made

Although France and Mexico present interesting potential, their overall conditions are comparatively less favorable: France faces high market saturation and strong local competition, while Mexico, despite its geographic proximity and trade agreements, shows lower purchasing power and economic volatility. Overall, the United States presents the strongest potential for sustainable market penetration, combining high demand, purchasing power, and a favorable business environment for the cosmetic sector.

## JUSTIFICATION

Milagros currently operates in a domestic market that, while expanding, presents significant hurdles for sustainable growth. The Colombian hair care industry is highly competitive, with multinational brands dominating visibility and consumer trust. This makes it tough for smaller companies to secure a strong market share. Additionally, local consumers tend to be price-sensitive, which limits the ability of premium, innovation-driven products, like Milagros' Professional Intensive Repair Mask, to stand out solely on quality. These conditions create a structural limitation: the company's growth potential within Colombia is constrained and relying only on the local market risks stagnation.

However, this problem also offers a valuable opportunity: internationalization. In global markets such as Mexico, the United States, and France, the demand for high-quality, natural, and research-backed hair products is growing. Consumers in these regions are increasingly embracing trends like "clean beauty" and are willing to invest in specialized treatments that repair damage caused by chemical processes and environmental stress (Grand View Research, 2024; Fortune Business Insights, 2025). At the same time, trade agreements like the Pacific Alliance and the EU-Colombia agreement reduce entry barriers and enhance the feasibility of expansion. In this sense, internationalization serves as both a response to domestic constraints and a pathway to growth. By addressing the limitations of the Colombian market through expansion into strategic regions, Milagros can transform competitive challenges into opportunities to establish itself as a trusted international brand in the professional hair care sector.

Furthermore, expanding into international markets would not only diversify Milagros' revenue sources but also position the company as a leader in innovation and sustainability within the beauty industry. Entering highly competitive markets would

motivate the company to strengthen its research and development efforts, adhere to advanced regulatory standards, and improve its global competitiveness. This strategic move would help Milagros shift from a promising local brand to an internationally recognized brand with long-term growth potential.

## **METHODOLOGY**

The analysis followed a quantitative and qualitative PESTLE approach using secondary data from reliable international sources. Each country (Mexico, the United States, and France) was evaluated across six PESTLE dimensions, assigning numerical scores (0–5) to each variable based on relevance and performance. Weighted coefficients were used to calculate an overall score for each country, reflecting both objective data (import values, growth, supplier concentration) and contextual indicators (cultural distance, ease of doing business, and trade openness).

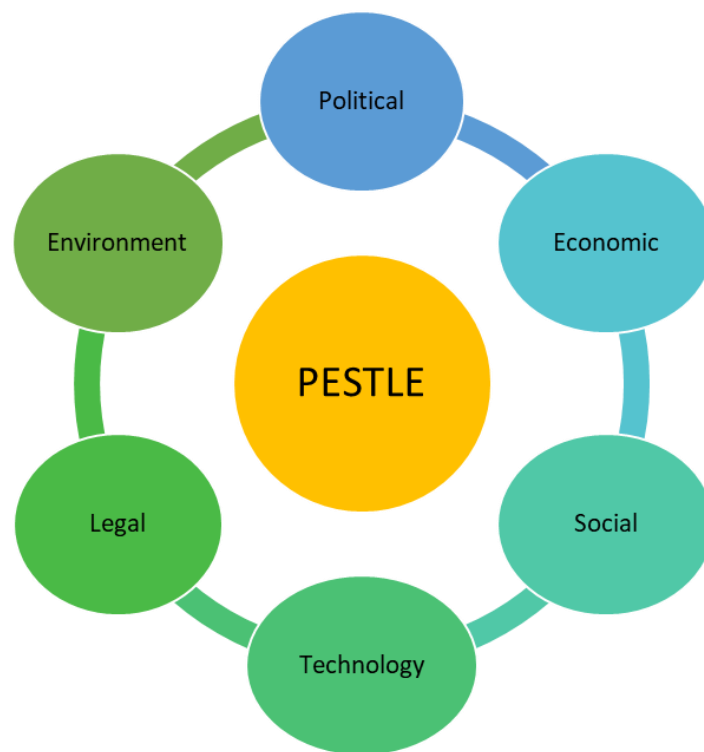
The country with the highest weighted score was considered the most favorable for market entry: the United States, suggesting that it offers the most beneficial environment for Milagros' international expansion. This result highlights the economic strength of the United States, its advanced technological infrastructure, a favorable regulatory environment for businesses, and high rates of innovation, elements that together create a competitive and secure market for the launch of Milagros' Professional Intensive Repair Mask.

### **Data collection**

The data were collected from global databases such as The World Economic Forum (Global Competitiveness Report), Doing Business Report (World Bank), Heritage Foundation Index, Freedom House, and The Culture Factor, as well as international trade statistics for import volumes and growth rates.

## PESTLE - BASED MARKET SELECTION REPORT

The PESTLE evaluation demonstrated that the U.S. presents the most stable and favorable environment for introducing high-quality cosmetic and hair care products among the countries analyzed. The United States presents strong advantages in economic stability, purchasing power, and market openness, making it a strategic destination for beauty and personal care exports. Its large and diversified consumer base, along with high digital penetration and social media engagement, offers significant opportunities for brand positioning and sales growth.



Moreover, the relatively low tariffs for cosmetic imports under the HS code 3305.90.00.00. facilitate market entry and product distribution. The country also shows sustained import growth in the beauty and personal care sector (3.65% over the last decade)

and a high total import value (over USD 3.3 trillion), reflecting a strong purchasing capacity and market demand.

Regarding the social and cultural factors, American consumers have a growing preference for natural, professional, and repair-oriented hair care products. The cultural power distance between Colombia (67) and the U.S. (40) suggests a more egalitarian and individualistic society, where innovative brands like Milagros can connect directly with consumers through social media and influencer marketing.

In technological terms, the U.S. offers advanced e-commerce infrastructure, efficient logistics, and digital marketing channels that facilitate market entry at lower operational costs. Additionally, the country's legal and regulatory framework for cosmetic products is transparent and standardized through the FDA, ensuring clear compliance procedures for product registration, labeling, and safety, which benefits long-term brand development.

### **SELECTED MARKET: THE UNITED STATES**

According to the weighted PESTLE matrix, the United States obtained the highest overall score, outperforming Mexico and France in market potential and business environment. The U.S. represents one of the largest and most diversified beauty and personal care markets globally, valued at over US\$100 billion in 2024 (Statista, 2024). Its economic stability, high purchasing power, and robust retail structure create favorable conditions for introducing premium cosmetic products such as Milagros Beauty. As Kotler and Keller (2016) highlight, markets with high income elasticity and diversified consumer bases tend to offer greater opportunities for brand expansion, particularly for differentiated value propositions like natural or sustainable products.

From a sociocultural and technological perspective, the United States provides an ideal environment for beauty brands. Consumers demonstrate a growing interest in eco-friendly, cruelty-free, and ingredient-conscious products, aligning closely with Milagros Beauty's sustainability principles (Euromonitor, 2024). The country also has one of the highest rates of digital penetration and social media usage, with platforms such as Instagram, TikTok, and YouTube driving beauty consumption trends and influencer marketing (Nielsen, 2023). Major urban centers like Los Angeles, Miami, and New York concentrate large populations of consumers seeking innovative, high-quality hair care solutions, particularly among Hispanic and multicultural segments—key potential clients for a Colombian brand.

In addition, the legal and logistical frameworks of the United States strengthen its attractiveness as a target market. The U.S. maintains transparent import processes and low tariff barriers for hair-care products under HS code 3305.90.00.00 (U.S. International Trade Commission, 2024). Its developed infrastructure and proximity to Colombia facilitate efficient distribution and lower transportation costs, especially through ports in Miami and Houston, which serve as gateways for Latin American trade. Moreover, the presence of Hispanic communities creates a cultural affinity that may support brand acceptance and word-of-mouth promotion. As Cavusgil et al. (2014) note, markets with cultural and linguistic ties to the exporter's origin tend to ease entry and accelerate brand adaptation. Therefore, based on empirical evidence and theoretical support, the United States stands out as the most strategic and profitable destination for Milagros Beauty's international expansion.

## **MARKET ENTRY CONDITIONS**

Entry into the US market provides Milagros with advantageous conditions under HS code 3305, as hair care products are often exempt from import duties, which are 0% (International Trade Center [ITC] Market Access Map, 2025), giving it a competitive advantage. However, the company needs to ensure full compliance with US Food and Drug Administration (FDA) regulations on labeling, ingredient disclosure, and product safety (US Food and Drug Administration, 2024). Distribution can be carried out through strategic partnerships with retailers and online commerce platforms such as Amazon, Sephora, or Ulta Beauty (Statista, 2024). To stand out in a competitive market, Milagros must emphasize its repair capabilities, natural ingredients, and identity as a Latin brand. In addition, digital marketing campaigns and collaborations with influencers will increase visibility and consumer confidence (Forbes, 2024).

### **Logistical Detail of the Distribution Channel (Technological)**

The distribution strategy for Milagros' Professional Intensive Repair Mask in the United States must ensure efficiency, regulatory compliance, and cost control. The company intends to use omnichannel platforms such as Amazon (through its Fulfillment by Amazon – FBA program) and specialized beauty retailers like Sephora or Ulta Beauty. Each channel requires a distinct logistical approach and cost structure.

From a supply chain perspective, two Incoterm classifications can be applied according to the distribution model:

**EXW (Ex Works) – Bogotá Plant:**

This Incoterm is ideal when Milagros sells directly to U.S. distributors or retail partners who manage international shipping and customs procedures. Under EXW, the responsibility for export documentation, freight, insurance, and import duties lies with the

buyer. This model minimizes Milagros' logistical risk but limits its control over brand presentation and delivery time.

DDP (Delivered Duty Paid) – FBA Amazon Warehouse, U.S.:

When using Amazon's FBA system, Milagros should adopt DDP, assuming all transportation costs, customs clearance, and import duties up to the Amazon fulfillment center. This approach guarantees faster product availability and seamless integration with Amazon's logistics, ensuring customer satisfaction through Prime delivery and professional packaging standards. However, it also requires the company to manage international freight contracts, insurance, and compliance with U.S. import documentation.

In both cases, the product must comply with FDA labeling and packaging standards, including ingredient lists, instructions in English, and safety warnings as defined under the Modernization of Cosmetics Regulation Act (MoCRA, 2022). Additionally, the packaging should be reinforced for long-distance shipping, following Amazon's ISTA 6 standards for e-commerce packaging.

Leverage digital marketing strategies and collaborations with beauty influencers to build brand awareness.

### **Packaging and Labeling Adaptation**

Milagros must adapt its packaging and labeling to comply with the U.S. Food and Drug Administration (FDA) requirements under the Modernization of Cosmetics Regulation Act (MoCRA, 2022). All product labels must be written in English and include: (1) the complete list of ingredients in descending order of predominance, (2) directions for safe use, and (3) any mandatory warnings or caution statements applicable to hair treatment products. The packaging design must also display the company name, U.S. importer or

distributor contact information, and the net contents in both metric and U.S. customary units.

Regarding physical packaging, Milagros should ensure that containers and shipping boxes meet the logistical standards of major U.S. retailers and e-commerce platforms such as Amazon. Specifically, packaging must be durable, tamper-evident, and resistant to transport vibration and compression, following Amazon’s ISTA 6 testing requirements. Eco-friendly materials are strongly recommended to align with the growing consumer preference for sustainable packaging. This adaptation not only guarantees regulatory compliance but also reinforces Milagros’ brand positioning as a responsible, high-quality Latin American beauty brand

| <b>Summary of Market Access Conditions – HS 330590 (Hair Preparations, Others)</b>                 |  |
|--|--|
|  | <b>Details</b>   |
| <b>Reporter Country</b>  | United States (HS 330590 – Hair preparations, others)  |
| <b>Partner Country</b>   | Colombia   |
| <b>Tariff Regime</b>   | United States – Colombia Free Trade Agreement (FTA)  |
| <b>Most Favored Nation (MFN) Tariff</b>  | 0%   |
| <b>Applied Tariff for Colombia</b>   | 0 % (Duty-free under FTA)  |
| <b>Trade Remedies</b>  | None applied   |
| <b>Non-Tariff Measures (NTMs)</b>  | 24 measures identified – mainly sanitary, phytosanitary, and technical regulations   |
| <b>Regulatory Requirements</b>   | Compliance with U.S. FDA cosmetic regulations (MoCRA 2022), labeling, safety documentation, and importer registration            |
| <b>Import License Requirement</b>  | Not required for general cosmetic products   |
| <b>Additional Notes</b>  | The FTA provides tariff-free access; main costs derive from FDA compliance, logistics, and insurance rather than customs duties. |
| <b>Source:</b> International Trade Centre (Market Access Map, 2025) – HS 330590, U.S. Imports from |  |

## **LOGISTICS AND DISTRIBUTION PLAN**

Milagros Professional Intensive Repair Mask in the United States is designed for an efficient, sustainable, and economical supply chain. The export process will begin at the main factory located in Bogotá, Colombia, where the products are packaged in accordance with international quality and safety standards. Transportation will mainly be by sea in standard dry containers, which are suitable for cosmetic products and help protect the formula when combined with proper packaging and insulation. The cargo will depart from the port of Cartagena and arrive at the port of Miami, Florida, which is one of the main entry points for cosmetic products from Latin America due to its proximity and excellent logistics infrastructure.

On arrival at the port of destination, the products are inspected and authorized by US Customs and the FDA and then transferred to a logistics center operated by a third-party logistics provider (3PL) in Miami. There, storage, order preparation, and domestic shipments are managed. For urgent or smaller shipments, air transport will be considered the best option to ensure faster delivery.

Milagros will use a hybrid distribution model that combines Business-to-Business (B2B) and Business-to-Consumer (B2C) channels. In the B2B sector, the company will collaborate with local distributors, beauty salons, and specialty retailers such as Sephora, Ulta Beauty, and other specialty stores. In the B2C sector, Milagros will use e-commerce platforms such as Amazon, Walmart Marketplace, and its own online store with logistics services for delivery to end customers.

### **Technical Adjustment to the Logistics Plan and Strategic Recommendations**

The initial logistics plan proposed the use of refrigerated containers for the maritime route between Cartagena and Miami to protect the formula of the Milagros Professional

Intensive Repair Mask. However, after a technical review, it was determined that this type of transport is not strictly necessary.

The product's composition includes ingredients such as natural oils, peptides, and hydrolyzed keratin, which remain stable at room temperature (15 °C to 30 °C). Therefore, as long as storage conditions remain dry, ventilated, and protected from direct heat or sunlight, the product maintains its integrity without requiring refrigeration.

Consequently, it is recommended that Milagros adopt dry containers with ventilation control instead of refrigerated units. This adjustment will significantly optimize logistics costs, potentially reducing freight expenses by approximately 20%, while maintaining product safety and regulatory compliance. Should future formulations incorporate thermolabile or biotechnology-based ingredients, the use of refrigerated transport may be reconsidered.

### **Recommendations for the Company**

- **Packaging Certification and Regulatory Compliance:** Milagros should invest in ISTA 6 packaging certification to ensure durability in e-commerce distribution and complete its registration under the FDA MoCRA/VCRP system prior to entering the U.S. market.
- **Logistics Optimization:** The company should adopt dry containers to minimize maritime freight costs and establish partnerships with logistics operators in Miami. These alliances would facilitate consolidated shipments, improve traceability, and streamline customs processes.
- **Product Innovation and Portfolio Diversification:** It is recommended that Milagros expand its product line by introducing travel-size (100 ml) and

professional-size (1 L) formats and continue investing in R&D focused on Colombian natural ingredients to reinforce its “Latin Clean Beauty” identity.

- **Digital Marketing and Brand Positioning:** The company should strengthen its online presence through influencer collaborations and digital campaigns highlighting clinical results, sustainability, and cultural authenticity. This strategy will differentiate Milagros from established competitors such as Olaplex and K18.
- **Corporate Sustainability Strategy:** Milagros is encouraged to implement a circular economy program that promotes packaging recycling and the use of biodegradable materials. This initiative will enhance brand credibility and align with the environmental expectations of U.S. consumers.

### **Recommendations for the Cosmetics Industry**

- **Adoption of Traceability Technologies:** The cosmetics industry should promote the integration of digital traceability systems, such as blockchain, to ensure product authenticity and transparency across international supply chains.
- **Regional Sustainability Certification:** The creation of a Latin American sustainability seal is recommended to certify responsible production and environmental practices, improving the competitiveness of regional brands in global markets.
- **Development of Export and Logistics Clusters:** The formation of cosmetics export clusters that integrate manufacturers, packaging suppliers, logistics operators, and regulatory entities would strengthen supply chains, reduce export times, and enhance operational efficiency.

- **Collaborative Scientific Research:** Industry stakeholders should foster alliances between universities, laboratories, and private companies to drive innovation in biocosmetics, natural active ingredients, and paraben-free formulations.
- **Training in International Regulatory Frameworks:** It is essential to develop continuous training programs focused on MoCRA, REACH, and FDA cosmetic regulations to improve the technical capacities of small and medium-sized exporters.

## **MARKETING PLAN**

The marketing strategy for Milagros' Professional Intensive Repair Mask in the United States is designed to position the brand as a high-performance, research-based, and culturally authentic hair-care solution. The plan integrates product, price, place, and promotion strategies (4Ps), supported by consumer insights and industry trends within the U.S. beauty market. The objective is to build brand recognition, ensure competitive differentiation, and accelerate market penetration during the first two years of entry.

### **Product Strategy:**

Milagros will introduce the Professional Intensive Repair Mask as a premium, professional-grade treatment aimed at consumers dealing with chemical damage, dryness, and hair breakage. The product's value proposition centers on:

- Clinically proven results (96% reduction in breakage, 69% bond recovery).
- Natural and safe ingredients, aligning with the U.S. "clean beauty" movement.
- Latin brand identity, appealing to the growing Hispanic and multicultural beauty segments.

- Sustainability, including biodegradable packaging and ethically sourced ingredients.

To enhance competitiveness in the U.S. market, Milagros will implement the following adaptations:

- Full compliance with MoCRA (2022) labeling requirements.
- Packaging in English-only versions, with metric and U.S. customary units.
- Introduction of travel-size (100 ml) and salon-size (1L) versions for strategic segmentation.
- Clear claims such as “Professional-grade repair,” “Clean formula,” “Bond-restoring technology,” and “Latin-owned beauty brand.”

### **Pricing Strategy:**

Milagros will adopt a value-based pricing strategy supported by competitive benchmarking. Premium hair masks from brands like Olaplex, K18, Briogeo, and SheaMoisture typically range between USD 22–38 for 250–500 ml formats. Considering production and logistics costs, Milagros’ introductory pricing is recommended as follows:

- USD 24.99–26.99 for the 450 ml retail version
- USD 19.99 for Amazon promotional bundles and launch offers
- USD 45–48 for the 1L salon-size version
- Wholesale pricing at a 35–40% margin for distributors and salons

This strategy ensures affordability compared to top competitors, clear premium positioning, high perceived value due to laboratory-backed results, and attractive margins for retail and salon partners. Additionally, Milagros will also implement periodic

promotional pricing (10–15% discounts) during high-demand periods such as Black Friday, Mother’s Day, Hispanic Heritage Month, and Amazon Prime Day.

**Placement Strategy:**

Milagros will adopt a hybrid distribution strategy centered on e-commerce and professional salon channels to ensure broad and efficient market reach in the United States. The brand will prioritize digital platforms—particularly Amazon FBA—given their dominant role in beauty product purchases, followed by Walmart Marketplace, TikTok Shop, and Milagros’ own online store. As awareness grows, the company will expand into professional salons, targeting both independent stylists and Latin beauty salons in key cities such as Miami, Houston, and Los Angeles. In a second phase, and once sales traction is demonstrated, Milagros will seek placement in major retailers like Ulta Beauty and Target. This phased approach allows the brand to scale gradually, reduce initial operating costs, and build credibility in both consumer and professional segments.

**Promotion Strategy:**

Milagros’ promotional efforts will rely on digital marketing, influencer collaborations, and brand storytelling, reflecting current U.S. beauty market dynamics where social media content heavily influences purchase decisions (Nielsen, 2023; Forbes, 2024). The brand will focus on Instagram, TikTok, and YouTube to showcase real-time application results, user-generated content, and expert testimonials from hairstylists and Latina influencers. The launch phase will include introductory discounts on Amazon, targeted ads directed at consumers with chemically damaged or dyed hair, and before-and-after video demonstrations—formats shown to boost engagement in the hair-care category (Grand View Research, 2024). Public relations efforts through online beauty magazines will reinforce credibility, while reviews, referral incentives, and subscription programs will

promote long-term loyalty. Together, these actions aim to accelerate brand awareness, encourage trial, and position Milagros as a trustworthy and high-quality clean beauty option in the U.S. market.

Link with presentation online: <https://youtu.be/0E7ZMFteMNs>

## **ANNEXES**

Annex 1. Preselection and PESTLE Matrices

Annex 2. Video Presentation

<https://youtu.be/0E7ZMFteMNs>

Annex 3. Authorization for Use of Content

Annex 4. Description of Documents in the Repository

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