



MUCHACHITA BRAND GROUP

FOUNDED 2026

CENTRAL AMERICA

Discovering the Future of Beauty.

Central America's Curator and Distribution Partner for Emerging Beauty Brands.

Founded in 2026, after more than a decade of experience building, developing, and growing beauty brands throughout Central America, Muchachita Brand Group was created with a clear purpose: **To discover, curate, and distribute the next generation of beauty brands.**

We connect innovative international beauty brands with retailers, salons, professionals, and consumers across Central America through strategic distribution, education, marketing, and market development.

Because great products deserve to be discovered.



EXECUTIVE INTRODUCTION

More Than Distribution.

Muchachita Brand Group is a beauty-focused distribution and market development company dedicated to identifying the world's most exciting beauty brands and introducing them to Central America.

Our mission is to bridge the gap between global innovation and local opportunity by bringing premium, trend-driven, and high-performing products to one of Latin America's most promising emerging regions.

Our Belief

We believe successful beauty brands require more than logistics. They require market knowledge, education, strategic positioning, and long-term commitment.

Where Muchachita Creates Value

- Market Knowledge
- Education & Training
- Strategic Positioning
- Long-Term Commitment





OUR MISSION.

Purpose

To connect the world's most innovative beauty brands with beauty professionals, retailers, and consumers throughout Central America.



OUR VISION.

Vision

To become the leading beauty brand curator and distribution platform in Central America, recognized for identifying and growing the brands shaping the future of beauty.



ABOUT MUCHACHITA

Built on Experience.

Before the creation of Muchachita Brand Group, our team accumulated more than **10 years of experience** introducing, developing, and growing internationally recognized beauty brands across Central America.

Throughout this journey, we have connected professional salons, retailers, educators, distributors, and beauty professionals with brands such as:

TIGI

SEXYHAIR

iS Clinical

Reuzel

Suavecito

Footlogix

This experience provided a deep understanding of market entry, distributor development, education, retail expansion, consumer marketing, and long-term brand growth. Today, Muchachita combines that experience with a new vision focused on discovering the next generation of beauty brands.



WHAT WE DO

Product Discovery

We continuously explore international markets to identify innovative beauty brands and products with strong commercial potential. Our focus includes:



Professional Haircare

Salon-grade formulations for professional use.



Skincare

Prestige and performance-driven skincare.



Scalp Health

Specialized scalp care and treatment products.



Men's Grooming

Premium barbering and grooming products.



Clean Beauty

Emerging clean and sustainable beauty innovations.



Beauty Tools

Premium tools and accessories for professionals.



DISTRIBUTION

We provide complete market-entry and distribution solutions for international beauty brands entering Central America.

1

Imports & Logistics

International freight coordination, customs management, and documentation processing.

2

Regulatory Compliance

Product registrations, compliance monitoring, and labeling requirements.

3

Warehousing

Inventory management, order fulfillment, and stock control.

4

Sales & Marketing

Commercial development, retail expansion, marketing support, and education programs.



WHY CENTRAL AMERICA, WHY NOW?

Central America is experiencing a significant transformation in beauty consumption. Consumers today are increasingly influenced by global beauty trends, social media, creators, and professional recommendations. The region represents a unique opportunity for beauty brands seeking expansion into emerging markets with growing purchasing power and increasing demand for premium products.

Key Trends Driving Growth

Premiumization

Consumers are increasingly willing to invest in products that deliver visible results and superior experiences.

Social Media Influence

Instagram, TikTok, and YouTube have accelerated beauty trend adoption throughout the region.

Professional Salon Growth

Professional stylists remain among the most trusted beauty advisors and product influencers.

Men's Grooming Expansion

Premium barbering and men's grooming continue to experience rapid growth.

Ingredient Awareness

Consumers are becoming more educated about formulations, ingredients, and product efficacy.

International Beauty Demand

Consumers actively seek products from the United States, Europe, Australia, Japan, and Korea.



CENTRAL AMERICA MARKET OVERVIEW

A Region Ready for Growth

50M+

Consumers

Total regional population

\$575B+

Combined GDP

USD combined regional output

60%+

Urbanization

Population in urban environments



Growing Middle Class

Increasing disposable income and expanding beauty consumption.



Social Media Adoption

Strong digital engagement driving beauty trend awareness.



Rising Salon Culture

Demand for premium imported products and professional services.



Less Market Saturation

Greater opportunity than larger Latin American economies.



GUATEMALA: THE REGIONAL GATEWAY

Guatemala serves as the natural entry point for brands seeking regional expansion.

Advantages

- Largest economy in Central America
- Largest population in the region
- Strategic logistics location
- Strong professional beauty industry
- Growing premium beauty market
- Young and trend-driven consumers
- Gateway to neighboring markets

Direct Access To

Mexico • Belize • Honduras • El Salvador • Costa Rica • Panama



GUATEMALA

TERRITORY ANALYSIS

18M+

Population

\$113B+

GDP

- ✓ Largest economy and beauty market in Central America – the ideal launchpad for regional brand expansion.





COSTA RICA

TERRITORY ANALYSIS

5.2M

Population

\$95B+

GDP



Premium consumer base with strong purchasing power and demand for high-quality international brands.



PANAMA

TERRITORY ANALYSIS

4.5M

Population

\$86B+

GDP

 Regional logistics hub with high-income consumers and sophisticated retail channels.





EL SALVADOR

TERRITORY ANALYSIS

6.4M

Population

\$35B+

GDP



Dense urban population and increasing beauty category consumption.



HONDURAS

TERRITORY ANALYSIS

10.7M

Population

\$37B+

GDP



Growing middle-class market with increasing demand for premium beauty products.





NICARAGUA

TERRITORY ANALYSIS

7M

Population

\$20B+

GDP



Emerging market with strong long-term growth potential.



DISTRIBUTION & OPERATIONAL CAPABILITIES

Muchachita provides a complete operational infrastructure to support international beauty brands entering Central America.

Import Management

- International Freight Coordination
- Customs Management
- Documentation Processing

Regulatory Management

- Product Registration
- Compliance Monitoring
- Labeling Requirements

Warehousing

- Inventory Management
- Order Fulfillment
- Stock Control

Commercial Operations

- Sales Management
- Territory Development
- Key Account Management

Marketing Support

- Brand Launches
- Retail Activations
- Trade Events
- Sampling Programs

Education

- Product Training
- Salon Education
- Retail Staff Development



REGIONAL BEAUTY CHANNELS

Professional Channel

Professional beauty remains one of the strongest drivers of product adoption in Central America. Stylists and salon professionals are among the most trusted voices in beauty recommendations.

1

Premium Salons

High-end salon accounts with premium clientele.

2

Independent Salons

Neighborhood and independent salon operators.

3

Barbershops

Premium barbering and men's grooming establishments.

4

Beauty Academies

Educational institutions training the next generation.

5

Professional Educators

Brand ambassadors and platform artists.



REGIONAL BEAUTY CHANNELS

Retail Channel

Strategic placement through key retail environments ensures maximum brand visibility and consumer accessibility across Central America.

1

Beauty Specialty Stores

Dedicated beauty retail destinations.

2

Department Stores

Premium department store beauty counters.

3

Pharmacy Chains

High-traffic pharmacy and drugstore channels.

4

Premium Retailers

Curated premium and independent beauty stores.



REGIONAL BEAUTY CHANNELS

Digital Commerce

Digital channels are rapidly transforming how Central American consumers discover and purchase beauty products. Muchachita leverages digital platforms to amplify brand reach and drive consumer engagement.



E-Commerce

Direct-to-consumer online sales channels.



Influencer Collaborations

Partnerships with trusted beauty creators and educators.



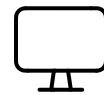
Content Marketing

Educational and inspirational content that builds brand affinity.



Social Commerce

Shoppable content across Instagram and TikTok.



Digital Advertising

Targeted campaigns driving awareness and conversion.



Community Building

Loyal brand communities that drive long-term engagement.



THE MUCHACHITA METHOD™

Our proprietary framework transforms market entry into sustainable long-term growth.



DISCOVER

Identify emerging brands with strong market potential.



VALIDATE

Evaluate market fit, regulations, pricing, and positioning.



LAUNCH

Execute a structured introduction through sales, marketing, and education.



EDUCATE

Train professionals, retailers, and consumers.



SCALE

Expand distribution, awareness, and regional market penetration.



GO-TO-MARKET STRATEGY

PHASE 1

Market Intelligence

Before entering any market, Muchachita conducts thorough analysis to ensure every brand launch is positioned for success.

Competitive Landscape

Understanding existing players and white space opportunities.

Price Positioning

Identifying the optimal price architecture for each brand.

Consumer Demand

Validating consumer appetite and purchase intent.

Distribution Opportunities

Mapping the most effective channels for market entry.

Market Size

Quantifying the addressable opportunity for each category.



GO-TO-MARKET STRATEGY

PHASE 2

Strategic Launch

With intelligence in hand, Muchachita develops a comprehensive launch plan tailored to each brand's unique positioning and goals.

Launch Calendar

Structured timeline for market introduction.

Commercial Strategy

Sales approach and channel prioritization.

Inventory Forecasting

Demand planning to ensure product availability.

Marketing Assets

Localized creative and campaign materials.

Educational Programs

Training content for professionals and retail staff.



GO-TO-MARKET STRATEGY

PHASE 3

Channel Development

Muchachita activates brands across multiple channels simultaneously to maximize reach and accelerate adoption.

1

Professional Salons

Targeted outreach to premium and independent salons.

2

Barbershops

Dedicated men's grooming channel activation.

3

Specialty Retail

Placement in beauty specialty and premium stores.

4

Independent Retailers

Expansion into independent beauty retail accounts.

5

E-Commerce

Digital channel activation for direct consumer access.



GO-TO-MARKET STRATEGY

PHASE 4

Brand Awareness

Building brand awareness requires a multi-channel approach that reaches consumers where they discover, research, and purchase beauty products.



Social Media

Organic and paid social campaigns across key platforms.



Influencer Partnerships

Collaborations with trusted beauty creators and educators.



Educational Content

How-to content that demonstrates product performance.



Trade Events

Industry events and professional beauty shows.



Retail Activations

In-store experiences that drive trial and purchase.



Sampling Programs

Strategic sampling to drive first-time trial.



GO-TO-MARKET STRATEGY

PHASE 5

Market Expansion

Once a brand is established in its initial market, Muchachita executes a structured expansion strategy across additional Central American territories.



- ✓ Every expansion is supported by the same rigorous market intelligence, channel development, and brand awareness strategy used in the initial launch.



BRANDS OUR TEAM HAS HELPED GROW

Our team's previous experience includes working with internationally recognized brands. These experiences have provided valuable expertise across every dimension of beauty brand development in Central America.

TIGI

SEXYHAIR

Reuzel

Suavecito

is Clinical

Footlogix

→ Market Launches

Structured brand introductions across Central American markets.

→ Retail Expansion

Placement in specialty, department, and independent retail.

→ Professional Education

Training programs for salons, barbershops, and beauty academies.

→ Territory Growth

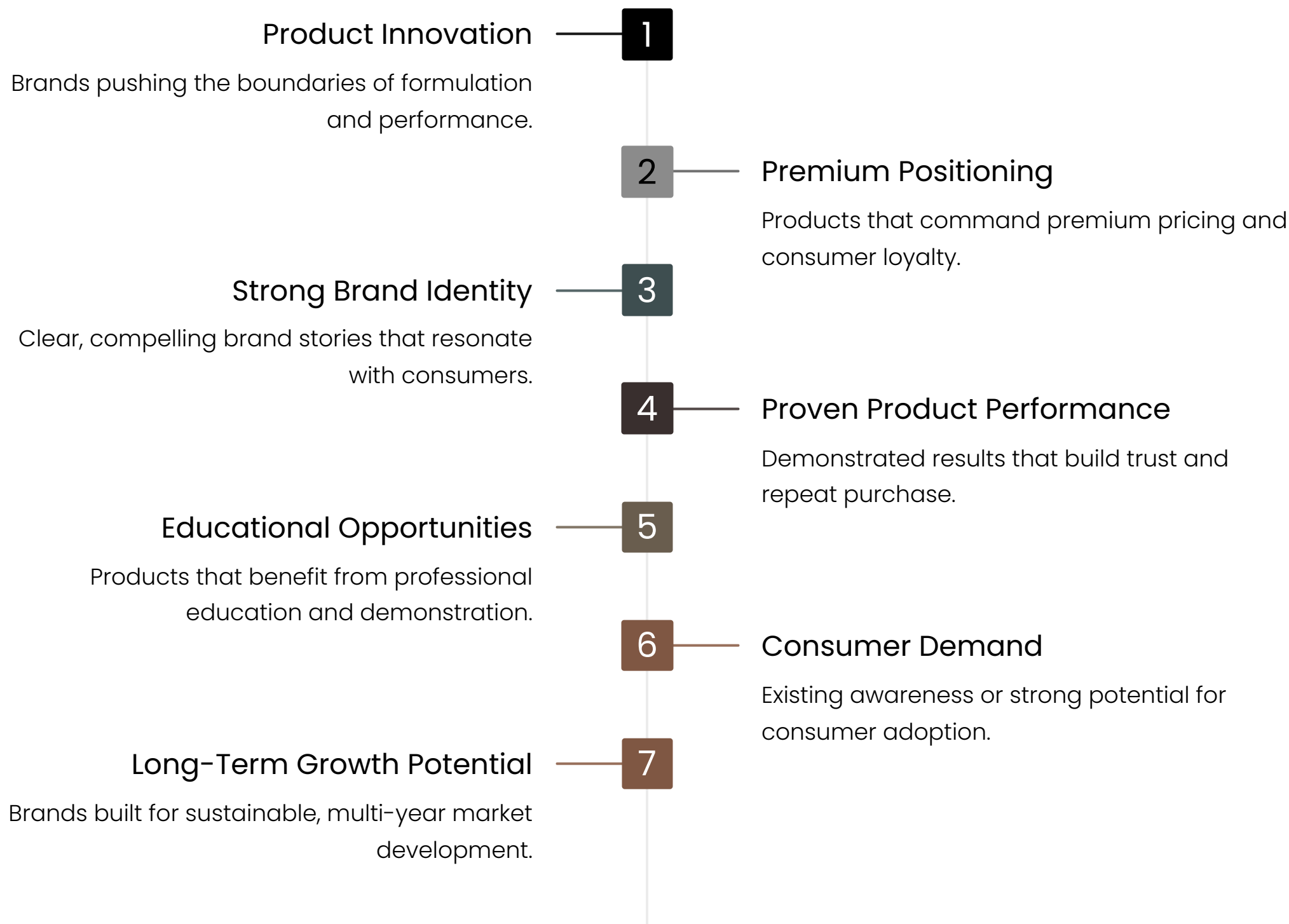
Expansion across multiple Central American countries.



PARTNER CRITERIA

WHAT WE LOOK FOR IN A BRAND PARTNER

We actively seek partnerships with brands that offer meaningful innovation and long-term growth potential. We are particularly interested in brands introducing meaningful innovation to their category.





PARTNERSHIP OPPORTUNITIES

Muchachita offers flexible partnership models designed to maximize long-term growth and sustainable market success. Every partnership is tailored to the brand's unique goals and market opportunity.



Exclusive Country Distribution

Dedicated single-country distribution rights.



Regional Distribution

Multi-country distribution across Central America.



Professional Channel Development

Focused salon and barbershop channel activation.



Retail Expansion

Strategic placement in key retail accounts.



E-Commerce Development

Digital channel activation and social commerce.



Brand Launch Programs

Full-service market entry and launch execution.



Education & Training Programs

Professional and retail education initiatives.



Market Development Programs

Long-term market building and brand development.



WHY MUCHACHITA



10+ Years of Industry Experience

Experience building internationally recognized beauty brands throughout Central America — from market entry to sustained growth.



End-to-End Distribution

Imports, regulatory management, warehousing, sales, marketing, education, and digital support — all under one roof.



Professional Beauty Expertise

Deep understanding of salon, barbering, and professional beauty channels across the region.



Curated Portfolio Strategy

We focus on brands that offer innovation, quality, and long-term growth potential — not volume for its own sake.



Regional Expansion Capability

Launch in Guatemala. Scale across Central America. A proven pathway to regional market leadership.



THE FUTURE OF BEAUTY IN CENTRAL AMERICA

The beauty industry is evolving rapidly. Consumers are demanding innovation, authenticity, performance, and products that deliver meaningful results.

Muchachita Brand Group exists to connect those consumers with the brands shaping the future of beauty.

Our Role

We do not simply distribute products. We discover, develop, and grow the brands shaping the future of beauty across Central America.

The Opportunity

A region of 50+ million consumers, growing purchasing power, rising salon culture, and accelerating demand for premium international beauty brands — the moment is now.

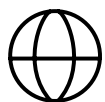




CONTACT US

MUCHACHITA BRAND GROUP

Discovering the Future of Beauty



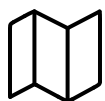
Website

www.muchachitagt.com



Email

info@muchachitagt.com



Headquarters

Guatemala City, Guatemala

📍 Serving: **Guatemala • Costa Rica • Panama • El Salvador • Honduras • Nicaragua**





Final Statement.

Discovering the Future of Beauty

"We don't simply distribute products. We discover, develop, and grow the brands shaping the future of beauty across Central America."

MUCHACHITA BRAND GROUP