
Hello, we are Amaéco

A brand created by a mother for children with sensitive skin and hair.

Amaéco

A mother experienced a real problem and decided to create the solution she wished she had found.

Our Story

In 2024, Ivy, my daughter, was born. Premature and with extremely sensitive skin, she completely transformed my life. The difficulty in finding truly safe products to care for her sparked a purpose: to create a brand that united science, safety, and the power of Brazilian biodiversity. Thus, Amaéco was born, created by a mother to care for thousands of other families.

Amaéco was born from a mother's love and the desire to offer other families the care I sought for my daughter.



The Problem

Thousands of children have sensitive skin and hair.

Many families find it difficult to identify products that are truly safe, effective, and specifically developed for this audience.

At the same time, the children's market still offers few brands that combine high performance, natural ingredients, and transparency.

Our Solution

Amaéco develops children's dermocosmetics inspired by Amazonian biodiversity.

Our products combine:

- Safety
- Traceable ingredients
- Formulas regulated by Anvisa (Brazilian Health Regulatory Agency)
- Natural active ingredients from the Amazon
- Development focused on children with sensitive skin and hair

More than cosmetics, we deliver confidence to families.

What makes us unique

- ✓ Traceable and sustainable Amazonian ingredients
- ✓ Products specialized for sensitive skin
- ✓ Purchasing raw materials from small producers in the Amazon
- ✓ Regulation, quality, and socio-environmental purpose

Traction & Readiness for International Validation

Results & Commercial Reach

Financial Sustainability: Initial investment recovered.

Operational Base: Over 300 clients served in multiple Brazilian states.

Market Recognition: Participation in Naturaltech and ongoing product line expansion.

Capacity Building and Qualification for Export

Structured Capacity Building: Integration into Sebrae programs focused on strengthening and scaling the business.

Qualification for Export: Accelerated by PEIEX (ApexBrasil) in commercial intelligence planning and international compliance.

Leadership & Development: Selected for the Dona Della program (Bracell) for consolidation of business management and governance.

Impact

Our commitment goes beyond cosmetics.

We value small Amazonian producers by purchasing traceable inputs.

We want to build a company that is friendly to mothers, creating opportunities for women who balance motherhood and career.

We believe that caring for children is also caring for families, the forest, and the people who live from it.

Amaéco was founded to care for my daughter.

Today, it exists to care for thousands of other children.

Thank you.



Thank you, Amaéco