

The Industrialist From the Interior: How Emerson Fachiano Took a Brazilian Cosmetics Factory to More Than 40 Countries

Born on a farm in rural São Paulo, the founder and president of Salvatore Cosméticos built an internationally audited manufacturer with capacity of 500 tons a month — without ever leaving the small city where it all began



Boca Raton, Florida Sep 24, 2026 ([Issuewire.com](https://www.issuewire.com)) - On a given day, jars of hair treatment leave a factory in the far west of São Paulo State bound for salons in Europe, the Middle East, Africa and Latin America. Few of the professionals who open them have ever heard of Presidente Prudente, a mid-sized city more than 500 kilometers from the state capital. For Emerson Alexandre Fachiano, founder and president of Salvatore Indústria e Comércio de Cosméticos, that is precisely the point.

“The size of a company’s market has nothing to do with the size of the city where it was born,” Fachiano says. “It has everything to do with the quality of the product it delivers, and the consistency with which it delivers it, year after year.”

Brazil is the world’s third-largest market for beauty and personal care, accounting for 5.8% of global consumption, according to the Brazilian Association of the Personal Hygiene, Perfumery and Cosmetics Industry (ABIHPEC). In 2024, the sector’s exports reached a record US\$884 million. Salvatore is part of

a smaller and more demanding group within that industry: manufacturers that have turned domestic strength into a sustained international presence.

Founded on October 24, 2008, the company now operates an industrial park of more than 8,000 square meters, with production capacity of up to 500 tons per month and a portfolio of roughly 500 products. Its lines serve professional salons — its original market — as well as retail consumers, a channel it began serving in a structured way in 2022. Today its products reach more than 40 countries across Africa, Europe, Eurasia, the Americas and Oceania.

A management philosophy learned on the farm

Fachiano grew up on a rural property in Teçaindá, a district of the municipality of Martinópolis, where the rules of work were simple and unforgiving. A crop that is not planted on time does not grow when you want it to. A machine that does not receive maintenance fails exactly when it is needed most.

“That logic of anticipation and preventive care is the essence of efficient industrial management,” he says. “I learned it long before I knew it had a name.”

He describes his father, Evilásio, as his first and most enduring reference in leadership — someone who led through example rather than speeches and who taught his children that honesty and hard work were not optional. From the countryside, Fachiano moved into commerce and then sales, jobs that trained him to read unfamiliar environments quickly and contribute before asking for recognition. His wife, Karla, whom he married in 2005, has been a partner in building the company from the start.

Growth without a marketing budget

Salvatore had no advertising budget in its early years. Fachiano visited salons himself to demonstrate products and collect feedback. Each hairdresser who adopted a product became a reference for the next one; each distributor who saw consistent deliveries became an advocate. The company’s international footprint grew the same way — not from a consultant’s expansion plan, but from relationships built one distributor at a time.

“The product opened the doors,” he says. “Consistency kept them open.”

The approach earned formal recognition early. In 2017, Salvatore was among the companies honored by the Prêmio Exporta São Paulo, an award for small and mid-sized businesses with outstanding export performance. Under Fachiano’s leadership, the company has signed export and distribution agreements with partners in markets including Spain, Kuwait, Mexico, Mauritania and Yemen, and has extended its manufacturing footprint to a plant in the Global Free Zone of Ciudad del Este, Paraguay, where it develops brands with a local cultural identity, such as Akārangue Vera.

Quality that stands up to outside scrutiny

Selling into dozens of regulatory environments demands a quality system that holds up in practice, not just on paper. In 2024, Salvatore’s operation was audited by Intertek, one of the world’s largest testing, inspection and certification companies, and scored 100% on quality and 99% on social compliance, meeting every mandatory and essential requirement. The same standards underpin its supply relationships with major Brazilian retail groups.

“When a production operator understands that the procedure he follows is the same one as

international auditor will check, the idea of what counts as a ‘detail’ changes,” Fachiano says. “Details stop being optional. They become what they really are: the pillars of a brand’s reputation.”

When the factory answered the city

In 2024, Fachiano was named Industrial Symbol of the Year (Industrial Símbolo 2024), a title backed by CIESP — the Center of Industries of the State of São Paulo — together with the local business association ACIPP and the cooperative bank Sicredi. Regional press also recognized him as Industrial of the Year.

During the ceremony, CIESP’s regional director recalled what Salvatore did at the height of the COVID-19 pandemic. When hospitals in Presidente Prudente ran out of hand sanitizer, the company retooled its production lines to make it and supplied it free of charge to health institutions across the city and region.

“It wasn’t a public relations calculation,” Fachiano says. “It was a value I carry from my childhood on the farm: when you can help, you help.” The episode, he adds, also proved something about the operation — that it could redirect production quickly without compromising quality, traceability or regulatory compliance.

That bond with his hometown led to the Salvatore Cosméticos Store, a factory showroom that lets local residents see the range of products made in their city and shipped around the world. In 2026, Fachiano distilled his experience into the book *Além da Fórmula* (Beyond the Formula), a practical guide to building a cosmetics manufacturer with scale, quality and lasting growth.

“Reputation can’t be bought, and it isn’t built in one campaign,” he says. “It is the sum of thousands of small decisions made consistently over time. On their own, they look small. Added together, they are what Salvatore is.”

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