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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20546

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934

January 2026

Commission File Number: 001-39251

**BETTERWARE DE MÉXICO, S.A.P.I. DE C.V.**  
(Name of Registrant)

**Cruce Carretera Gdl-Ameca Huaxtla Km 5**  
**El Arenal, Jalisco, 45350, México**  
**+52 (33) 3836-0500**  
(Address of Principal Executive Office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F  Form 40-F

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### **Acquisition of Tupperware’s Operations in Latin America Along with a Perpetual License to the Tupperware Brand in Latin America**

On January 19, 2026, BeFra entered into a definitive agreement to acquire Tupperware’s operating assets in Latin America and to obtain a perpetual, royalty-free, and exclusive license for the “Tupperware” brand for the entire Latin America region. The aggregate purchase price for the transaction is \$250 million, consisting of \$215 million in cash, funded with debt, and \$35 million in BeFra shares, on a debt-free, excess-cash-free basis. Completion of the acquisition is subject to customary representations, covenants and closing conditions, including regulatory and shareholder approval, and is expected to close during the first half of 2026.

A copy of the press release announcing the transaction and related investor presentation posted to BeFra’s investor relations website are furnished as Exhibit 99.1 and 99.2 to this Current Report on Form 6-K.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**BETTERWARE DE MÉXICO, S.A.P.I. DE C.V.**

By: /s/ Luis Campos

Name: Luis Campos

Title: Board Chairman

Date: January 20, 2026

**Exhibit Index**

<b>Exhibit No.</b>	<b>Description</b>
99.1	<a href="#">Press Release dated January 19, 2026.</a>
99.2	<a href="#">Investor Presentation dated January 19, 2026.</a>

**Betterware de México Announces Agreement to Acquire Tupperware's Operations in Latin America Along with a Perpetual License to the Tupperware Brand in Latin America**

*Acquisition will add to BeFra's portfolio a leading, iconic, and high-quality brand with significant potential to reignite its growth through innovation*

Guadalajara, Mexico, January 19<sup>th</sup>, 2026 – Betterware de México, S.A.P.I. de C.V. (NYSE: BWMX) (“BeFra” or the “Company”), the parent company of Betterware and Jafra, announced today that it has signed a definitive agreement to acquire Tupperware’s operating assets in Latin America, primarily in Mexico and Brazil, the region’s core markets. As part of the transaction, BeFra will also obtain a perpetual, royalty-free, and exclusive license for the “Tupperware” brand for the entire LatAm region<sup>1</sup>. The transaction is expected to close during the 1H 2026.

BeFra will acquire 100% of Tupperware’s LatAm businesses for US\$250 million, consisting of US\$215 million in cash funded with debt and US\$35 million in BeFra shares, on a debt-free, excess-cash-free basis. The implied acquisition multiple of 3.1x EV/EBITDA 2025E<sup>2</sup> and 5.6x P/E 2025E<sup>3</sup> is highly accretive to BeFra’s shareholders, contributing an estimated US\$0.58 per common share to EPS and US\$81 million of EBITDA annually, representing immediate earnings accretion of approximately 40% per share.

The debt incurred to finance the acquisition is expected to increase leverage from 1.6x to 1.9x Net Debt / EBITDA 2025E, a conservative level for a transaction of this size, and is not expected to impact BeFra’s current dividend policy.

Chairman Luis Campos’ familiarity<sup>4</sup> with Tupperware’s culture, business model, and regional teams, positions BeFra well to execute a precise and effective integration plan. Mr. Campos stated: “This acquisition brings together three of the most iconic brands in Latin America’s direct selling market — Betterware, Jafra, and now Tupperware. We see extraordinary potential to reignite Tupperware’s growth in the region, by leveraging our proven direct-to-consumer capabilities and bringing renewed product innovation to millions of households across the region.”

Andrés Campos, Chief Executive Officer of BeFra, commented: “This acquisition is fully aligned with BeFra’s strategy of building great brands, one essence. Tupperware’s iconic presence in Latin America presents a clear opportunity to drive innovation and brand growth through BeFra’s proven operating model and long-term value for the group.”

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<sup>1</sup> Licenses in Argentina will be effective starting September 2026.

<sup>2</sup> All 2025E figures for Tupperware LatAm reflect BeFra’s estimates based on diligence review.

<sup>3</sup> Based on BeFra’s estimates.

<sup>4</sup> Luis Campos was President of Tupperware Americas from 1994 to 1999.

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## A Compelling Strategic Acquisition

- High-Quality Business with Proven Profitability

Tupperware LatAm has historically been a profitable regional business within the global Tupperware organization; supported by +140 distributors and +200,000 independent sales representatives, its vertically integrated operations with top-tier manufacturing plants in Mexico (~65% utilization) and Brazil (~50% utilization) have consistently driven high EBITDA margins and strong free-cash-flow generation.

In 2022, prior to Tupperware's global restructuring and Chapter 11 process, the LatAm region generated approximately US\$404 million in sales. For 2025, sales are projected to be US\$278 million, highlighting significant potential to rebuild revenue back to historical levels.

- Strong Strategic Fit with BeFra's Integrated Business Model

BeFra intends to focus on ensuring that each brand maintains its distinct consumer value proposition and remains an independent business unit.

BeFra's ability to drive operational excellence at acquired businesses is demonstrated by its successful renewal of Jafra in 2022, with this beauty products unit delivering 18% Revenue increase and 23% EBITDA CAGRs<sup>5</sup> since its acquisition in 2022<sup>5</sup>.

BeFra expects to renew Tupperware's previous focus on consumer-driven product innovation and an elevated value proposition, supported by the deep industry experience of BeFra executives who had previously led Tupperware in the region.

- Transformative Step in Building Latin America's Leading Direct-Selling Platform

The acquisition of Tupperware LatAm reinforces and advances BeFra's strategy of assembling high-quality, category-leading brands that serve millions of households across the region. Additionally, the Company has identified significant potential revenue and cost synergies across the three brands.

The Tupperware business is expected to benefit from seamless integration with BeFra's powerful distribution engine across LatAm and from significant performance upside through revenue recovery, innovation, and local manufacturing.

Tupperware's existing regional footprint will also contribute to the expansion of Betterware home goods brand in the region.

In addition, BeFra will seek to leverage Tupperware's installed manufacturing capacity to further integrate its brand portfolio.

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<sup>5</sup> Historical Non-GAAP metric

The closing of the transaction is subject to certain closing conditions, including the approvals of Betterware shareholders and country regulators, and to certain termination provisions under the agreement.

BeFra has granted certain registration rights with respect to the BeFra shares to be issued in the transaction and such shares are subject to lock-up for up to nine months after the closing of the transaction.

For more information, visit our investor presentation in: <https://www.befra.com/TWPR-Presentation>

#### **About BeFra**

BeFra is one of the leading consumer-products platform in Mexico and Latin America, and the parent company of Betterware and JaFra. The company specializes in innovative home-solutions, beauty, and direct-to-consumer product categories, supported by proprietary distribution systems, world-class manufacturing capabilities, and a longstanding culture of operational excellence. With a diverse distribution network and a variety of end-customers across the region, BeFra continues to expand its portfolio through strategic acquisitions that drive innovation, growth, and value creation.

#### **Advisors**

DD3 Capital Partners is acting as financial advisor to BeFra, with Greenberg Traurig and Demarest Advogados serving as BeFra's legal advisors. Ankura Consulting Group, LLC is acting as financial and operational advisor, and Dechert LLP and Creel, García-Cuellar, Aiza y Enríquez, S.C. are acting as legal advisors to Party Products, LLC.

#### **Cautionary Statement Regarding Forward-Looking Statements**

Matters discussed in this press release may constitute forward-looking statements. Forward-looking statements include statements concerning plans, objectives, goals, strategies, future events or performance, and underlying assumptions and other statements, which are other than statements of historical facts. The words "believe," "anticipate," "intends," "estimate," "potential," "may," "should," "expect" "pending" and similar expressions identify forward-looking statements. Forward-looking statements included in this press release relate to our expectations and projections regarding our planned acquisition of Tupperware LatAm, including accretion, synergies, integration and the financial and operational results of the combined business. The forward-looking statements in this press release are based upon various assumptions. Although we believe that these assumptions were reasonable when made, because these assumptions are inherently subject to significant uncertainties and contingencies which are difficult or impossible to predict and are beyond our control, we cannot assure you that we will achieve or accomplish these expectations. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements.

## **Non-IFRS Measures**

This press release contains information about the following non-IFRS financial measures: consolidated earnings before interest expense, income taxes, depreciation and amortization (“EBITDA”). We define “EBITDA” as profit for the year adding back the depreciation of property, plant and equipment and right of use assets, amortization of intangible assets, financing cost, net and total income taxes. Adjusted EBITDA also excludes the effects of gains or losses on sale of fixed assets and adds back other non-recurring expenses. EBITDA and Adjusted EBITDA are not measures required by or presented in accordance with IFRS. The use of EBITDA and Adjusted EBITDA has limitations as an analytical tool, and you should not consider it in isolation from, or as a substitute for analysis of, our results of operations or financial condition as reported under IFRS. We believe that these non-IFRS financial measures are useful to investors because (i) we use these measures to analyze financial results internally and believe they represent a measure of operating profitability and (ii) these measures provide more tools for analysis as they make our results comparable to industry peers that also prepare these measures.

## **Company:**

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## **Investor Relations:**

InspIR  
Barbara Cano/Ivan Peill  
barbara@inspirgroup.com/ivan@inspirgroup.com



# BeFra

**Tupperware**<sup>®</sup>  
Brand  
LATAM

Investor Presentation

January 2026

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### Cautionary Statement Regarding Forward-Looking Statements

Matters discussed in this presentation may constitute forward-looking statements. Forward-looking statements include statements concerning plans, objectives, goals, strategies, future events or performance, and underlying assumptions and other statements, which are other than statements of historical facts. The words “believe,” “anticipate,” “intends,” “estimate,” “potential,” “may,” “should,” “expect” “pending” and similar expressions identify forward-looking statements. Forward-looking statements included in this presentation relate to our expectations and projections regarding our planned acquisition of Tupperware LatAm, including accretion, synergies, integration and the financial and operational results of the combined business. The forward-looking statements in this presentation are based upon various assumptions. Although we believe that these assumptions were reasonable when made, because these assumptions are inherently subject to significant uncertainties and contingencies which are difficult or impossible to predict and are beyond our control, we cannot assure you that we will achieve or accomplish these expectations. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements.

### Non-IFRS Measures

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Additionally, the presentation of the combined financial information of BeFra, Tupperware Mexico and Tupperware Brazil is not in accordance with IFRS. Combined financial information consists of the mathematical addition of selected financial data of BeFra, Tupperware Mexico and Tupperware Brazil. No other adjustments are made to the combined presentation. However, we believe that for purposes of discussion and analysis, the combined financial information is useful for management and investors to assess our ongoing financial and operational performance and trends. Accordingly, in addition to presenting our results of operations as reported in our unaudited condensed consolidated financial statements in accordance with IFRS, certain tables and discussion included within this presentation also present the combined financial information.



## 1. Acquisition Summary

2. Overview of Tupperware LatAm
3. Strategic Rationale
4. Closing Remarks

## BeFra to acquire Tupperware's operations in LatAm

# BeFra



Acquisition of operations and manufacturing plants in Mexico and Brazil which are the region's core markets, with scale and strong profitability

BeFra to have a perpetual, royalty-free, and exclusive license for the Tupperware brand in LatAm<sup>1</sup>

<sup>1</sup> – License in Argentina will be effective starting in September 2026

## Transaction Summary

Acquisition Summary	<ul style="list-style-type: none"> <li>▪ BeFra to acquire 100% of Tupperware's LatAm businesses for US\$250 million, consisting of US\$215 million in cash and US\$35 million in BeFra shares, on a debt-free, excess-cash-free basis at Closing</li> <li>▪ The acquisition includes the operations in Mexico and Brazil, the perpetual, royalty-free, and exclusive license for the brand in LatAm, and two production facilities located in Lerma, Mexico, and Rio de Janeiro, Brazil</li> <li>▪ Implied acquisition multiple of 3.1x EV/EBITDA 2025E<sup>1</sup> and 5.6x P/E 2025E</li> </ul>
Funding	<ul style="list-style-type: none"> <li>▪ Cash portion to be funded with debt through a syndicated facility assuming a post-acquisition combined (BeFra + Tupperware LatAm) Net Debt to EBITDA 2025E of 1.9x             <ul style="list-style-type: none"> <li>▪ 5-year term loan with 2-year interest only period at TIIE + 1.45%<sup>2</sup></li> <li>▪ Commitment with banks in place to ensure the acquisition financing</li> </ul> </li> <li>▪ BeFra shares to be issued at closing, priced at the 30-day VWAP at signing; shares have certain registration rights and are subject to a nine-month lock-up period</li> </ul>
Financial Rationale	<ul style="list-style-type: none"> <li>▪ <b>Acquisition at an attractive valuation implying an estimated immediate accretion of ~40% for BeFra's 2025E earnings per share, without considering any possible synergy</b></li> <li>▪ Tupperware LatAm's high EBITDA margin of 30% and FCF conversion of 47% for 2025E</li> <li>▪ BeFra's Chairman led Tupperware from '94-'98 in the region and will spearhead the effort to reignite growth and innovation in the brand</li> <li>▪ Minimal overlap in product offering and independent sales force, with potential to capture untapped markets by expanding BeFra's footprint across new customer segments and countries</li> <li>▪ The acquisition is not expected to impact BeFra's current dividend policy</li> </ul>
Timeline	<ul style="list-style-type: none"> <li>▪ Targeting to close during the 1H2026 subject to antitrust and regulatory approvals in Mexico</li> </ul>

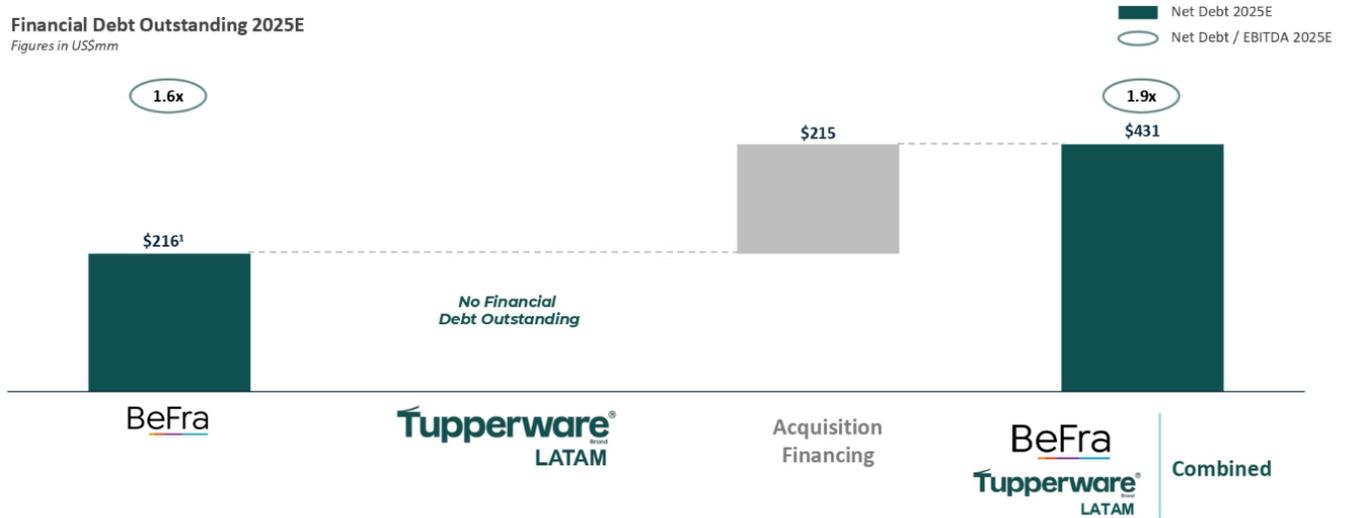
1 – All 2025E figures for Tupperware LatAm reflect BeFra's estimates based on diligence review  
 2 – The applicable margin may vary depending on the level of Total Debt / EBITDA LTM

## Leverage Impact

The transaction includes US\$215mm of debt financing for the Tupperware LatAm acquisition, expected to conservatively increase BeFra's leverage from 1.6x to 1.9x Net Debt / EBITDA 2025E

### Financial Debt Outstanding 2025E

Figures in US\$mm



<sup>1</sup> – Exchange rate of USD / MX \$19.22, reflecting the average rate for 2025



1. Acquisition Summary

- 2. Overview of Tupperware LatAm**

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## Tupperware LatAm at a Glance

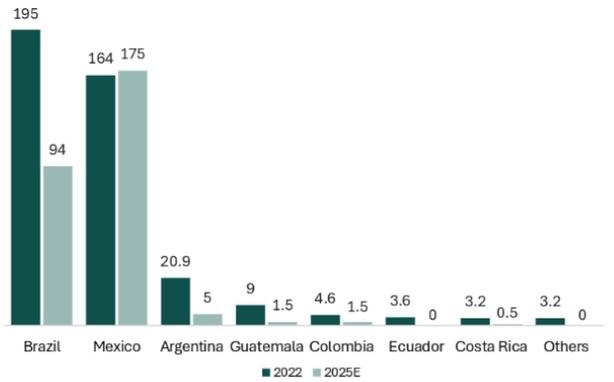


- 1 147 distributors and +200,000 independent sales representatives
- 2 Vertically integrated with two top-tier production plants in Mexico and Brazil
- 3 Consistently high EBITDA margins and efficient operations fuel free cash flow generation
- 4 Strong, debt-free balance sheet with minimal working capital requirements
- 5 Highly experienced leadership team with deep regional knowledge

# The region represented the most profitable and resilient business of Tupperware globally; with this bolt-on acquisition BeFra will seek to reignite innovation and growth

## High Potential to Increase Revenue<sup>1</sup> – US\$mm

LatAm generated US\$404mm in sales before Tupperware Global's Chapter 11<sup>1</sup>, vs. US\$278mm in 2025E, highlighting a significant opportunity to rebuild the business back to proven revenue levels



## Unlocking the Full Potential of the LatAm Market

- 
**Reignite the brand in Mexico and Brazil through a renewed focus on product innovation that aligns with consumer needs and elevates Tupperware's value proposition**
- 
**Reactivate the business with a strengthened independent sales force and a revitalized commercial strategy, supported by digital tools and business intelligence for medium and long-term growth**
- 
**The LatAm opportunity outside Mexico and Brazil represents a +US\$40mm revenue potential for the brand**

<sup>1</sup> – Figures from 2022 are used as it represents the last year of standard operations in LatAm prior to Tupperware's Global restructuring and Chapter 11 process

# Regional leader in kitchen and food preservation solutions, recognized for its quality, and sustainability, combining strong heritage and consumer trust

**LatAm Sales per Category**

Category		% of Total Sales – 1H25
Food Conservation		26%
Move		25%
Entertain		22%
Kitchen Preparation		12%
Microwave & Oven		8%
Kids		3%
Wellness		2%
Others		2%
<b>Total</b>		<b>100%</b>

1 – Figures considering Mexico and Brazil  
 2 – In thousands, average independent sales force count per year

**Tupperware<sup>®</sup> LATAM**

147 <sup>1</sup> Distributors	270 <sup>1</sup> Team Leaders	212k <sup>1</sup> Unit Managers & Consultants
<ul style="list-style-type: none"> <li>Responsible for independent sales force development</li> <li>Deploys company's strategy</li> </ul>	<ul style="list-style-type: none"> <li>Develop unit managers in a specific area</li> <li>Develop leadership</li> </ul>	<ul style="list-style-type: none"> <li>Recruit and activate</li> <li>Demonstrate and sell products</li> </ul>



## Vertically integrated business model drives strong profitability and cash flow generation, supported by a debt-free balance sheet



Notes:  
 1 – Exchange rate of USD / MX \$19.22 and USD / BRL \$5.6, both reflecting the average rates for 2025  
 2 – Due diligence financial figures prepared by BeFra  
 3 – Estimated figures by BeFra

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1. Acquisition Summary
  2. Overview of Tupperware LatAm
  - 3. Strategic Rationale**
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## Foundational Drivers of Sustained Growth, Market Expansion, and Long-Term Value Creation

1	<b>Growth</b>	Significant untapped potential across Latin America, where a well-executed operational turnaround and disciplined commercial strategy can meaningfully expand Tupperware's revenue, market share, and long-term value creation
2	<b>Expansion</b>	Compelling entry into the high-growth Brazilian market, with a clear pathway to introduce the Betterware brand and unlock significant cross-market synergies, category expansion, and scale advantages
3	<b>Capacity</b>	Strategic manufacturing footprint in Mexico and Brazil—with strong operational readiness and significant excess capacity (35–40% available)—providing a compelling platform to localize production reduce supply risk and optimize costs
4	<b>Experience</b>	Prior to founding BeFra, Mr. Luis Campos held senior leadership roles at Tupperware, bringing unparalleled experience to this transaction and the new business. He served as President of Tupperware Americas from 1994 to 1998
5	<b>Accretion</b>	Transaction expected to be immediately accretive adding ~40% to the consolidated EPS in 2025E

## A Legacy of Direct-to-Consumer Innovation: 30+ Years of Market-Shaping Expertise



**Luis Campos**  
*BeFra's Chairman of the Board*



**Andrés Campos**  
*BeFra's CEO*



**Santiago Campos**  
*M.D. of Betterware Mexico*

- Prior to founding BeFra, Mr. Luis Campos held senior leadership roles at Tupperware, bringing unparalleled experience to this transaction. He served as **President of Tupperware Americas from 1994 to 1998** and as **CEO of Sara Lee – House of Fuller** (Tupperware's former beauty division) from 1991 to 1993
- Together with Andrés and Santiago, the team has deep, **long-standing familiarity with Tupperware's business model**, culture, and leadership team, giving them exceptional insight into the company's operational and strategic levers
- Their backgrounds enable the team to guide **the integration and transition with precision while unlocking innovation and growth** across Tupperware's Latin American operations
- This leadership team, backed by **highly experienced Tupperware management teams in Mexico and Brazil with decades of experience**, will endeavor to provide continuity, preserve the legacy of each brand, and deliver a seamless integration that positions Tupperware for long-term success in the region

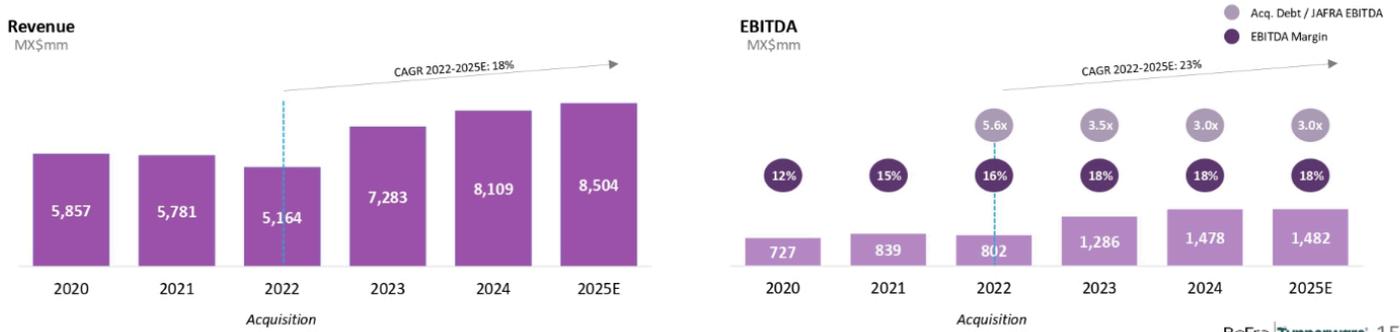
# Proven Track Record of Value Creation Through Strategic Acquisitions



### Key Investment Highlights

- The US\$255mm acquisition considered a ~5.5x EV/EBITDA in 2022
- The acquisition has delivered strong value creation, assuming the same EBITDA multiple the transaction represents a ~66% uplift in its enterprise value
- This transaction demonstrates BeFra's ability to accelerate growth and innovation
- Strong top-line and profitability expansion, with 2022–2025E CAGRs of 18% in Revenue and 23% in EBITDA

## JAFRA Revenue & EBITDA



The transaction is expected to be immediately accretive, boosting EPS by ~40% for BeFra shareholders

2025E <sup>1</sup> US\$ mm	BeFra	Tupperware Mexico	Tupperware Brazil	Combined
<b>EBITDA</b>	\$136	\$73	\$8	\$217
Interest Expense	(28)	0	0	(28)
Interest Expense (Acq. Debt)	0	0	0	(19)
D&A	(20)	(4)	(3)	(27)
Taxes	(36)	(20)	(2)	(57)
Other Income / Expenses	3	(5)	(3)	(5)
<b>Net Income</b>	<b>55</b>	<b>44</b>	<b>1</b>	<b>81</b>
D&A Addback	20	4	3	27
Working Capital	(0)	0	0	(0)
Other Cash Flow	10	0	0	10
Operating Activities	85	48	3	118
Capex	(4)	(9)	(5)	(18)
<b>FCF</b>	<b>\$81</b>	<b>\$39</b>	<b>\$(2)</b>	<b>\$100</b>
<b>Acquisition Strategy</b>				
<b>Acquisition Price</b>				<b>\$250</b>
Cash				\$215
Shares				\$35
Number of shares to be issued <sup>2</sup> (millions)				2.24
Shares Outstanding (millions)	37.3			39.6
EPS <sup>3</sup> (US\$)	\$1.46			\$2.04
Accretion BeFra Shareholders				39.5%

1 – Based on the financial due diligence performed by BeFra and using average exchange rates for 2025 of USD/MXN 19.22 and USD/BRL 5.6

2 – The number of shares to be issued was calculated by dividing the purchase price to be paid in shares (US\$ 35 million) by the per-share price of US\$15.6171 (30-day VWAP as of January 16<sup>th</sup>, 2026)

3 – EPS calculated by dividing the number of shares outstanding by the net income

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1. Acquisition Summary
  2. Overview of Tupperware LatAm
  3. Strategic Rationale

#### 4. **Closing Remarks**



1 A unique opportunity to acquire a high-quality brand for the LatAm market

2 Expected to create immediate shareholder value and positions the business for strong, long-term growth while maintaining BeFra's leverage below 2.0x

3 Leverage BeFra's proven capabilities to expand the brand portfolio and geographic footprint through Tupperware