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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

April 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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**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: April 7, 2026

**Exhibit Index**

<b>Exhibit No.</b>	<b>Description</b>
99.1	<a href="#">Press Release dated April 6, 2026.</a>



### **BeFra Appoints Raúl del Villar as Chief Financial Officer**

*Seasoned global finance executive brings considerable market experience to support next phase of growth*

**Guadalajara, Jalisco, Mexico. April 6, 2026** — Betterware de México, S.A.P.I. de C.V. (NYSE: BWMX) (“BeFra” or the “Company”), the leading direct-to-consumer company in Mexico through Betterware and Jafra, today announced the appointment of Raúl del Villar as Chief Financial Officer, effective today.

Mr. del Villar brings more than three decades of experience in senior finance roles within multinational consumer companies. He most recently served as Vice President and Corporate CFO at Grupo Axo, where he played a key role in supporting the company’s expansion across multiple countries and brands. During his tenure, he led public and international debt issuances and enhanced financial reporting standards to meet global exchange requirements.

“Raúl brings deep financial expertise and strong track record operating across complex, multi-market organizations,” said Andrés Campos, President and Chief Executive Officer of BeFra. “As we continue to progress towards becoming a larger, more global, and diverse company, his experience and leadership will be instrumental to support our current and future growth strategy.”

“BeFra has built a compelling platform with significant growth potential,” said Mr. del Villar. “I look forward to working with the team to further strengthen financial discipline and support the Company’s continued expansion.”

Earlier in his career, Mr. del Villar served as CFO and Administrative Director at Adidas Group Mexico, where he led strategic planning and financial operations. His experience also includes oversight of cross-functional areas such as legal and corporate governance, supporting disciplined growth in complex operating environments.

#### **About Betterware**

Founded in 1995, Betterware de Mexico is the leading direct-to-consumer company in Mexico focused on offering innovative products that solve specific needs related to household organization, practicality, space-saving, and hygiene. Through the acquisition of JAFRA on April 7, 2022, the Company now offers a leading brand of direct-to-consumer in the Beauty market in Mexico and the United States where it offers Fragrances, Color & Cosmetics, Skin Care, and Toiletries. The combined company possesses an asset-light business model with low capital expenditure requirements and a track record of strong profitability, double digit rates of revenue growth and free cash flow generation. Today, the Company distributes its products in Mexico and in the United States of America.

#### **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. 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.

We undertake no obligation and do not intend to update these forward-looking statements to reflect events or circumstances occurring after the date hereof. You are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof. Further information on risks and uncertainties that may affect our operations and financial performance, and the forward statements contained herein, is available in our filings with the SEC. All forward-looking statements are qualified in their entirety by this cautionary statement.

#### **Company:**

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#### **InspIR:**

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