



## NATURA IS AWARDED WITH THE 2004 TRANSPARENCY TROPHY

**São Paulo, September 17, 2004** – NATURA COSMÉTICOS S/A (BOVESPA: NATU3), one of the leading companies in the cosmetic, personal hygiene and fragrance industry in Brazil, is pleased to announce that was awarded with the VIII Anefac-Fipecafi-Serasa Award, privately-held company category.

The award, also known as Transparency Trophy, selected the best financial statements disclosed in 2004 (referring to 2003 fiscal year).

Five companies pertaining to the privately-held company category were selected for the final contest, among the 500 largest Brazilian companies that have disclosed their financial statements. The evaluation criteria included quality, transparency, adhesion to best accounting practices, legibility, concision and clearness.

The recognition, by conquering the 2004 Transparency Trophy, represents Natura's commitment to Corporate Governance best practices, to the financial market and to all its shareholders.

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