



NATURA COSMÉTICOS S.A.
BOVESPA: NATU3
A publicly-held corporation
CNPJ nº 71.673.990/0001-77



Succession Process in Natura's Management

As part of the succession process within the Company's management structure the role of some of our executives will be subject to change.

As from February 23, 2005, in accordance with a decision taken by Natura's Board of Directors, **Pedro Luiz Passos** will no longer be the Company's CEO and will become the Joint Chairman of the Board of Directors. Pedro will share this role with Luiz Seabra and Guilherme Leal, who are already Joint Chairmen of the Board, and will join the two external Members, Edson Vaz Musa and José Monforte.

With this change **Alessandro Carlucci**, the present Commercial Director, will take over as the Company's CEO. Alessandro has been with Natura for 15 years and has already held the positions of Product Group Manager, Marketing Manager, Commercial Manager, Sales Director, South American Division Director and COO.

This movement is the outcome of a one-year planning succession process which aims at providing the Company with the conditions necessary for guaranteeing the success of its new expansion cycles and long life.

This new structure of the Board of Directors will be voted upon at the next General Meeting of Stockholders.

For further information, visit our site, www.natura.net/investor, or contact our Investor Relations Department:

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