

Fact Sheet 3Q04

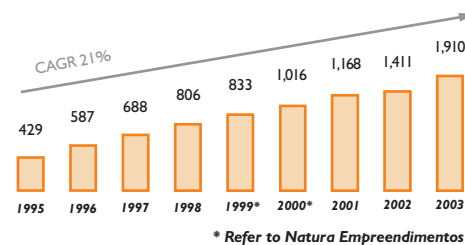


natura

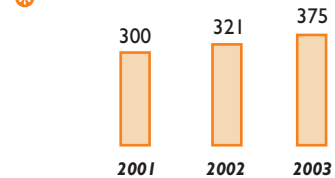
Corporate Profile

- One of the leading companies in the Brazilian cosmetic, fragrance and toiletry industry.
- Founded in 1969 as a laboratory and a single store in São Paulo.
- In 1974, it decided to concentrate on direct sales, setting up the Natura Consultants network.
- In the 80s, the company launched a major drive to expand its product lines and its presence in the Brazilian market, growing by over 30 times in the period.
- In 1994, Natura began to look abroad, strengthening its position in Argentina, Chile and Peru.
- In 2000, the Ekos line was launched, based on the sustainable use of Brazilian biodiversity.
- In May 2004, IPO on the São Paulo Stock Exchange's (BOVESPA) New Market (NATU3).

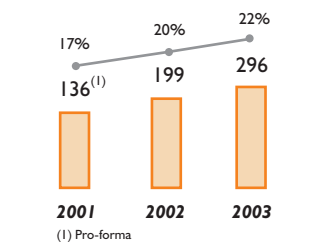
Gross Revenue (R\$ million)



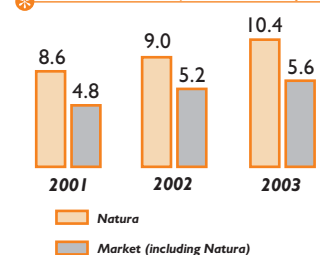
Consolidated Number of Consultants (Brazil and Latin America) (thousand)



EBITDA (R\$ million) / EBITDA Margin (%)



Consultants' Productivity (R\$ thousand/year)



Why Natura?

Growth

- Sector growth in Brazil has been outpacing the global sector and Brazilian GDP
- Direct sales growth higher than that of convention channels
- Excellent expansion prospects in Latin America

Direct Sales

- Greater distribution reach
- Low product launch costs
- Natura Consultants' productivity level above market average

Sound Finances

- EBITDA margin of 24% in 9M04
- Strong and consistent free cash flow
- Low capex needs
- High potential dividend payments

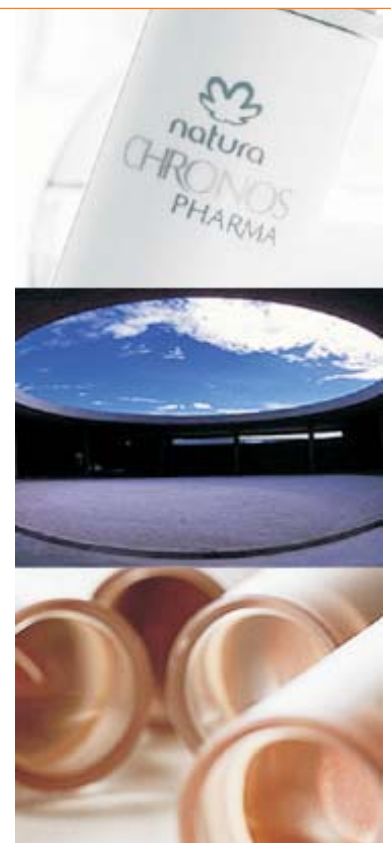
Innovation

- New products account for a high proportion of revenues
- Constant renewal of product portfolio
- Increasing recourse to the sustainable use of Brazilian biodiversity
- Brazil's biggest cosmetics R&D center, employing over 100 scientists

Financial Summary

R\$ million	3Q04	3Q03	% Change	9M04	9M03	% Change
Units Sold (million)	47.4	35.9	32.2	131.7	101.4	29.8
Gross Revenues	645.7	481.8	34.0	1,738.4	1,289.4	34.8
Net Revenues	448.2	331.7	35.1	1,205.9	893.8	34.9
Gross Profit	306.3	222.5	37.7	809.7	576.1	40.6
Gross Margin (%)	68.4	67.1	-	67.1	64.5	-
EBITDA	104.5	75.7	38.0	289.0	186.0	55.4
EBITDA Margin (%)	23.3	22.8	-	24.0	20.8	-
Net Income	77.4	18.4	319.8	200.9	35.4	467.8
Net Debt/(Investments)	(32.0)	54.2	n/a	(32.0)	54.2	n/a
Available Consultants ¹ in Brazil (thousand)	392.1	340.2	15.3	392.1	340.2	15.3
Available Consultants ² in Latin America (thousand)	24.0	18.3	31.6	24.0	18.3	31.6

(1) Position at the end of the 13th sales cycle
(2) Argentina, Chile and Peru





Company's Performance

Markets

- 97,5% of sales in Brazil and 2.5% in Latin America

Products

- Creams, lotions, eaus de toilette and fragrances, make-up and toiletry items
- 600 individual products

Market Share

- In the first 8 months of 2004, according to Sipatesp, Natura accounted for:
 - 12,2% of the total revenues of the Brazilian cosmetic sector and
 - 18,7% of the categories where it operates
- More than 40% of cosmetics' direct sales

Operations

- Brazil's biggest cosmetics R&D center
- State-of-the-art equipment and installations
- 142 millions units sold in 2003 (9M04: 132 million)

Sales Channels

- Direct, via 392 thousand consultants covering more than 5,000 Brazilian municipalities
- Approximately 24,000 consultants in other Latin American countries

* September 2004

Corporate Governance

Natura maintains a constant commitment to the highest standards of corporate governance, emphasized by the company's listing on the Bovespa's New Market in June, 2004:

- Tag-along rights for all shareholders
- Only common shares with voting rights

Core Product Lines

- Natura Ekos (Brazilian biodiversity assets)
- Mamãe & Bebê (products for mothers and babies)
- Make-up items
- Chronos (anti wrinkle products)
- Eaus de Toilette

Social Responsibility

Natura's sustainable development initiatives include

- Natural or Plant Resource Certification Program (green tea, cocoa and guaraná)
- Sustainable Development Program with those communities supplying raw materials

Social and Environmental Initiatives and Partnerships

- **Biodiversity Brazil Project**
Which aims to encourage issues related to Biodiversity
- **Canguçu Project**
Which consists in the creation of parameters for measuring the impact of carbonic dioxide emissions

Vale do Rio Doce Atlantic Rainforest Environmental Education and Recovery Project

Which aims the reconstruction of the Rainforest ecosystem

Trilhas Project

- Which consists in the recovery and implementation of eco-tourism tracks in the city of Ilhabela, São Paulo
- **Rio de Janeiro Botanical Gardens**
Which aims to support the improvement and maintenance of medicinal plants beds in the Botanical Gardens

Pomar Project

Which consists in the environmental recovery of the borders of the Pinheiros River in São Paulo

Investor Relations Team

- **José David Vilela Uba**
Vice President of Finance and Investor Relations Officer
- **Helmut Bossert**
Investor Relations Manager
Tel. (11) 4446-2180
helmutbossert@natura.net
- **Ricardo Capella**
Tel. (11) 4446-2712
ricardocapella@natura.net
- **Sandra Matsumoto**
Tel. (11) 4446-2932
sandramatsumoto@natura.net

• www.natura.net/investor



This Fact Sheet contains forward-looking information, which involves risks and uncertainties. For further details, please refer to information recently filed at CVM (Brazilian SEC) or access the company's website.