

Animal testing

Positioning updated on February 23, 2007

Natura's reason for being is to promote *Bem Estar Bem* (well-being/being well). Well-being is the harmonious, pleasant relationship of a person with oneself, with one's body. Being well is the empathetic, successful, and gratifying relationship of a person with others, with nature and with the whole.

In this sense, we believe that animal testing should be eliminated whenever possible and we wish to be active in communicating this idea.

In line with this view, we have completely eliminated animal testing from our practices, yet maintaining the demanding criteria of safety in the use of our products.

We also point out that our commitment is extended to our network of development partners, and that is why we do not accept animal testing during the stages of research and preparation of new exclusive products for Natura.

With the purpose of promoting the elimination of animal testing, we also encourage our suppliers of raw materials to adopt this condition in all their production, even that related to other companies.

The total elimination of animal testing from our practices has been pursued for over the last six years by internal decision of Natura, aligned with the evolution of society's ethical standards.

In this period, we have invested in the pursuit, validation and implementation of worldwide-accepted alternative methods, in order to ensure safety in the use of products developed by us without using animals and without putting at risk the health of our consumers.