

NATURA COSMÉTICOS S.A.

Corporate Taxpayer's ID (CNPJ/MF) 71.673.990/0001-77

Publicly-Held Company

Corporate Registry ID (NIRE) 35.300.143.183

Subscribed and Paid-Up Capital: R\$391,422,523.24 – 429,084,749 common shares

Authorized Capital: up to 12,381,074 common shares

CALL NOTICE ANNUAL AND EXTRAORDINARY GENERAL MEETINGS

The Board of Directors of **NATURA COSMÉTICOS S.A.**, through its Co-Chairman acting as Chair, Mr. Pedro Luiz Barreiros Passos, is honored to invite the shareholders of the Company to meet at the Annual and Extraordinary General Meetings, to be held on March 23, 2009 at 10:00 A.M. at the Company's headquarters, at Rodovia Régis Bittencourt, s/nº, Km 293, Edifício I, in the city of Itapeperica da Serra, São Paulo State, in order to deliberate on the following Agenda:

1. at the Annual General Meeting: (a) to examine the Management accounts, examine discuss and vote on the Management Report, Financial Statements and Accounting Statements together with the Independent Auditor's Report relative to the fiscal year ended December 31, 2008; **(b)** to analyze the proposals for the 2009 capital budget and allocation of the net income for the fiscal year ended December 31, 2008, and ratify the payment of dividends and interest on equity; **(c)** to elect the members of the Company's Board of Directors; **(d)** to establish the overall annual compensation of the Company's Management, to be paid by the date of the Annual General Meetings where the Company's shareholders will deliberate on the financial statements relative to the fiscal year ending December 31, 2009.

2. at the Extraordinary General Meeting: (a) to officially confirm the amendment to the wording of Article 5 of the Company's Bylaws, related to the Company's capital stock and the amount of subscribed and paid-up shares in view of the exercise of stock options or share subscription of common shares issued by the Company during 2008 by the Company's managers and employees, as well by the managers and employees of the Company's direct and indirect subsidiaries who are part of the Amendments to the Stock Option or Share Subscription Plans of Common Shares Issued by the Company, related to the 2004 calendar year; **(b)** to analyze the new wording of the Stock Option or Share Subscription Program of Common Shares Issued by the Company.

General Information

- The holders of book-entry, registered common shares with no par value (legal representatives or attorneys-in-fact) that are registered under their names with the Depositary Financial Institution Banco Itaú S.A., pursuant to the provision in Article 126 of Law 6,404/76, may attend the Meetings.
- **The powers of attorney for representation in the Meetings shall be filed at the Company's headquarters 48 hours prior to the meetings, at the following address: Avenida Juruá, n.º 253, 3º andar, Barueri, SP, CEP 06455-010, to the attention of Mr. Helmut Bossert, Investor Relations Manager.**
- **Shareholders may also vote through the Internet, at the website www.assembleisonline.com.br. Online voting will be available to shareholders as of this date up to 11:00 P.M. on March 22, 2009.**
- All the documents pertinent to the issues which shall be resolved at the Annual and Extraordinary General Meetings remain at the shareholders' disposal, at the Company's headquarters and on the Internet - www.natura.net/investor - pursuant to Article 135 of Law 6,404/76.
- The minimum percentage required to adopt the multiple-vote process to reelect the members of the Board of Directors is five percent (5%), pursuant to Article 3 of Normative Rule 165 issued by the Brazilian Securities and Exchange Commission on December 11, 1991, as amended.

Itapecerica da Serra, February 18, 2009

PEDRO LUIZ BARREIROS PASSOS

Chairman of the Board of Directors