

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\$401,166,387.64 – 430,028,699 common shares

Authorized Capital: up to 11,281,426 common shares

NOTICE TO THE MARKET

NATURA COSMÉTICOS S.A. announces that is considering to call for an Extraordinary General Meeting (the date of the meeting to be appropriately scheduled) in order to amend a provision of its Bylaws related to the protection against attempts of hostile takeover of the Company by third parties, namely, the poison-pill defense.

ROBERTO PEDOTE

Chief Financial Officer and Investor Relations Officer