

NATURA COSMÉTICOS S.A.

Corporate Taxpayer's ID (CNPJ/MF) no. 71.673.990/0001-77

Corporate Registry ID (NIRE) 35.300.143.183

Publicly-Held Company

Subscribed and Paid-in Capital: R\$ 401.166.387,64 – 430.028.699 common shares

Authorized Capital: up to 11.281.426 common shares

MATERIAL FACT

Pursuant to the provisions of the Normative Ruling no. 358, of January 3, 2002, and to Normative Ruling no. 384, of March 17, 2003, both issued by the Brazilian Securities and Exchange Commission (CVM), we announce to our Shareholders and the market in general that Natura Cosméticos S.A., on July 2, 2009, entered into a Market Maker Service Agreement with a Brazilian brokerage company, to serve as the market maker of the non-par registered common shares issued by the company ("NATU3"), listed on the *Novo Mercado* (New Market) of the São Paulo Stock Exchange (BOVESPA), to be valid for the period of six (6) months as of July 6, 2009, which may be extended for equal periods, at the parties' discretion, by means of an addendum to the agreement, with the purpose of promoting the liquidity of said shares. Natura Cosméticos S.A. also informs that it holds 115.215.069 (one hundred fifteen million, two hundred fifteen thousand and sixty-nine) outstanding non-par registered common shares, under the terms of the Normative Ruling no. 10, of February 14, 1980, issued by CVM, and that it has not entered into any agreement for controlling the exercise of the voting right or the purchase or sale of marketable securities issued by the company with the market maker contracted herein.

The securities offered will not be or have not been registered under the United States under the Securities Act of 1933 and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements.

NATURA COSMÉTICOS S.A.

ROBERTO PEDOTE

Chief Financial and Investor Relations Officer