

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

CALL NOTICE EXTRAORDINARY GENERAL MEETING

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 Extraordinary General Meeting to be held on August 05, 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 Itapeverica da Serra, São Paulo State, in order to: **(i)** officially confirm the amendment to the wording of Article 5 and the *caput* of Article 6 of the Company's By-Laws, related, respectively, to the Company's capital stock and the amount of subscribed and paid-up shares, and to the limit of authorized capital, in view of the exercise of stock options or share subscription of common shares issued by the Company carried out from January 01 to June 30, 2009, 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 calendar years of 2003, 2004, 2005 and 2006; **(ii)** to amend the wording of Article 24 of the By-Laws in order to define the duties and responsibilities of the Company's Board members; **(iii)** to adapt the wording of paragraph 1 of Article 27 of the By-Laws to the provisions of Article 176 of Law 6.404/76, due to the amendments introduced by Law 11.638/07; **(iv)** to amend the wording of *main section* of article 33 from the Company's By-Laws and of its paragraphs 2, 6, 8 and 9, as well as the inclusion of a new paragraph 4 of the aforementioned article, consequently renumbering the subsequent paragraphs; and **(v)** to evaluate the consolidation proposal for the Company's By-Laws.

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 Itaú Corretora de Valores Mobiliários S.A., pursuant to the provision in Article 126 of Law 6.404/76, may attend the Meeting.
- **The powers of attorney for representation in the Meeting shall be filed at the Company's headquarters until 6:00 pm on July 31, 2009, 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.

- All the documents pertinent to the issues which shall be resolved at the Extraordinary General Meeting 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.

Itapecerica da Serra, July 19, 2009

PEDRO LUIZ BARREIROS PASSOS

Chairman of the Board of Directors