



NOTICE TO THE MARKET

THE SECURITIES MENTIONED IN THIS NOTICE WILL NOT BE AND HAVE NOT BEEN REGISTERED UNDER THE U.S. SECURITIES ACT OF 1933 ("THE ACT") AND MAY NOT BE OFFERED OR SOLD IN THE UNITED STATES ABSENT REGISTRATION WITH THE U.S. SECURITIES AND EXCHANGE COMMISSION ("SEC") OR AN APPLICABLE EXEMPTION FROM THE REGISTRATION REQUIREMENTS OF THE ACT.



NATURA COSMÉTICOS S.A.

Publicly-Held Company with Authorized Capital
National Corporate Taxpayers Register (CNPJ) No. 71.673.990/0001-77
Rodovia Régis Bittencourt, n/n, Km 293, Edifício I
Itapecerica da Serra, São Paulo
ISIN code: BRNATUACNOR6
Trading code in the *Novo Mercado* segment of BM&FBOVESPA: "NATU3"

NATURA COSMÉTICOS S.A. ("Natura" or "Company") announces a secondary offering of the Company's common shares by certain of its controlling shareholders (the "Offering").

Initially, 49,388,183 shares will be offered, representing approximately 11.49% of our capital stock, through a secondary public offering in Brazil, coordinated by the underwriters and managers of the offering and brokers authorized to operate on BM&FBovespa S.A. – Bolsa de Valores, Mercadorias e Futuros ("Brokers" and "BM&FBOVESPA" respectively) invited by them. Simultaneously, selling efforts will also be made to place shares abroad by certain placement agents ("International Placement Agents") and by certain financial institutions exclusively with qualified institutional buyers as defined in Rule 144A of the U.S. Securities Act of 1933 ("Rule 144A" and "Securities Act" respectively), in reliance on exemptions from registration under the Securities Act, and to investors located in other countries, except Brazil and the United States of America, in accordance with Regulation S under the Securities Act, in accordance with the legislation applicable to the country of domicile of each foreign investor investing in Brazil in compliance with the investment mechanisms included in Resolution No. 2689 of *Conselho Monetário Nacional* (the Brazilian Monetary Council, or CMN), of January 26, 2000 and subsequent amendments there to, CVM Instruction No. 325, of January 27, 2000 and subsequent amendments thereto and of Law No. 4131, of September 3, 1962, as amended. No registration of the offering or the shares was and

will be made with the SEC or any agency or body regulating the capital markets in any other country, except Brazil.