

NATURA COSMÉTICOS S.A.

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

Corporate Registry ID (NIRE) 35.300.143.183

A Publicly Traded Company

Subscribed and Paid-in Capital: R\$ 402.091.242,71 – 430.114.857 in common stock

Authorized Capital: up to 11.195.268 in common stock

CALL NOTICE ANNUAL AND EXTRAORDINARY GENERAL MEETINGS

The Board of Directors of **NATURA COSMÉTICOS S.A.**, in the person of its Co-Chairman, presently acting Chairman, Mr. Pedro Luiz Barreiros Passos, has the honor of inviting the distinguished Shareholders of this Company to attend the Annual and Extraordinary General Meetings, to be held at 10:00 a.m. on April 6, 2010, at the Company's head office located in the city of Itapeverica da Serra, São Paulo state, on the Régis Bittencourt Highway, no number, Km 293, Building I, to resolve matters contained in the following agenda:

1. in the Extraordinary General Meeting: (a) ratify the alteration to the text of article 5 and to the lead paragraph of article 6 of the Company's by-laws, relative, respectively, to the value of the capital stock and the quantity of subscribed and paid-in Company shares and to the limit on authorized capital, which occurred due to the exercising of purchase options or subscription of common shares issued by the Company from July 1, 2009 to February 24, 2010, by the Company's management and employees, as well as by the management and employees in companies directly or indirectly controlled by the Company, who participate in the Common Stock Option Plan; **(b)** include the first paragraph to article 15 of the Company's by-laws, which imputes to the Co-Chairman of the Board of Directors who is chairing the meeting, a casting vote in the event the result of a vote on a matter discussed in a Board of Director's meeting is a draw, with the consequent renumbering of the only paragraph of article 15 to second paragraph; **(c)** alter the text of item XXIV of article 20 of the Company's by-laws to reinforce the competence of the Board of Directors to decide on the issuance of promissory notes.

2. in the Annual General Meeting: (a) review management's accounting, examine, discuss and vote on the Management Report, the Financial Statements and on the Accounting Statements accompanied by the Report of Independent Auditors for the fiscal year ended December 31, 2009; **(b)** appraise the proposals for the 2010 capital budget and allocation of the net profit earned during the fiscal year ended December 31, 2009 and the distribution of dividends and interest on equity capital; **(c)** elect the members of the Company's Board of Directors; **(d)** set the aggregate remuneration to the Company's Management to be paid up to the holding of the Annual General Meeting in which shareholders of the Company vote on the financial statements for the fiscal year that will end on December 31, 2010.

General Information

- Holder of common nominal shares with no par value issued by the Company, their legal representatives or attorneys-in-fact may participate in the presently summoned meeting, provided that the aforementioned shares are registered in their names at the depository financial institution responsible for keeping record of the Company's shares, Banco Itaú S.A., pursuant to the provision in article 126 of Law no. 6.404/76. Shareholders should be present a few minutes before the starting time indicated in the Call Notice, bearing the following documents:

- Individual Shareholders

- Personal ID document with photograph (personal domestic or foreign ID card, driver's license or cards for duly accredited professional associations); and
- Proof of ownership for shares issued by Natura, provided by the underwriter and/or the custody agent within the last 5 (five) days.

- Corporate Shareholders

- Certified copies of the latest articles of incorporation or consolidated by-laws and of the corporate documents which grant representations powers (articles of the election of the directors and/or power of attorney) ;
- Personal ID document with photograph for the legal representative(s); and
- Proof of ownership for shares issued by Natura, provided by the underwriter and/or the custody agent within the last 5 (five) days.

- Investment Funds

- Certified copy of the latest consolidated regulations for the fund and of the articles of incorporation or by-laws of its administrator, in addition to corporate documentation that grant powers of representation (articles of the election of the directors and/or power of attorney);
- Personal ID document with photograph for the legal representative(s); and
- Proof of ownership for shares issued by Natura, provided by the underwriter and/or the custody agent within the last 5 (five) days.

- **Shareholders may still opt for granting (i) physical powers of attorney to company-appointed lawyers who will represent them on the day of the meeting, as per the power of attorney model available in the Manual for Participating in Annual and Extraordinary General Meetings in 2010, or (ii) electronic powers of attorney with voting instructions via the Internet, by accessing Natura's Investor Relations page (<http://natura.infoinvest.com.br/>). It is important to remember that voting instructions via electronic power of attorney depend on the shareholder obtaining a digital certificate (see Natura's Investor Relations page for more information on this process). Physical or electronic powers of attorney may be granted and votes indicated as of March 1, 2010 up to 11:00 p.m. on April 1, 2010.**
- All documentation pertaining to the matters to be discussed in the Annual and Extraordinary General Meetings are available to shareholders at Company headquarters, on the Natura Investor Relations page (<http://natura.infoinvest.com.br/>) and at CVM's page (www.cvm.gov.br), pursuant to paragraph 3 of article 135 of Law no. 6.404/76 and to article 6 of CVM's Instruction no. 481/09.

The minimum percentage required for the adoption of a multiple voting process for the election of the Board of Directors is 5% (five percent), according to article 3 of the Normative Ruling no. 165, issued by Brazil's Securities and Exchange Commission on December 11, 1991 with later alterations.

- Shareholders will find all the information necessary for a better understanding of the above matters, as well as instructions for granting power of attorney in the **Management's Proposal** and in the **Manual for Participating in Annual or Extraordinary General Meetings in 2010**, which is available in the Natura Investor Relations page (<http://natura.foinvest.com.br/>) and at CVM's page (www.cvm.gov.br).

Itapecerica da Serra, February 25, 2010

PEDRO LUIZ BARREIROS PASSOS
Chairman of the Board of Directors