

NATURA COSMÉTICOS S.A.

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

Corporate Registry ID (NIRE) 35.300.143.183

Publicly-Held Company

NOTICE TO THE MARKET

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 March 22, 2010, entered into a Market Maker Service Agreement with **BTG PACTUAL CORRETORA DE TÍTULOS E VALORES MOBILIÁRIOS S.A.**, Brazilian brokerage company with headquarters in the City and State of Sao Paulo, at Av. Brigadeiro Faria Lima, n.º 3.729, 10º floor, part, enrolled in the Corporate Taxpayer's ID (CNPJ/MF) n.º 43.815.158/0001-22, 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), with beginning of the referred services of market maker as of March 24, 2010, to be valid for the period of twelve (12) months, which will be automatically extended for equal periods, with the purpose of promoting the liquidity of said shares. Natura Cosméticos S.A. also informs that it holds 169.962.994 (one hundred sixty nine million, nine hundred sixty two thousand and nine hundred ninety four) 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.

NATURA COSMÉTICOS S.A.

ROBERTO PEDOTE

Chief Financial and Investor Relations Officer