

NATURA COSMÉTICOS S.A.

CNPJ/MF 71.673.990/0001-77

Publicly-Held Company

NIRE 35.300.143.183

MATERIAL EVENT

Natura Cosméticos S.A. (“Natura” or “Company”) hereby informs its shareholders and the market, pursuant to the provisions of CVM Instruction No. 358/2002, issued by the Brazilian Securities Commission (*Comissão de Valores Mobiliários – CVM*), that on this date, Natura entered into a definitive purchase agreement to acquire, subject to closing conditions, 65% of Emeis Holdings Pty Ltd., an Australian-based producer of premium cosmetics and beauty products operating under the brand name “Aesop” in Australia, Asia, Europe and North America. Natura has agreed to a purchase price of AU\$68.25 million, subject to certain purchase price adjustments. Natura anticipates the transaction will close on or before April 30, 2013, and will be financed with cash.

As required by Article 256, I, of the Brazilian Corporations Law, Natura will in due course call a Shareholders’ Meeting to ratify the acquisition. An appraisal report is currently being prepared, and Company’s shareholders will be informed, at the occasion, whether the price supersedes or not 1.5 times the highest of the amounts referred to in Article 256, II, for the purposes of paragraph 2 thereof.

This transaction provides Natura with access to a powerful global brand and product offering supported by unique and compelling signature stores. Natura and Emeis Holdings/Aesop will continue to operate independently, but both organizations will be committed to sharing competencies and regional expertise.

Itapecerica da Serra, December 20, 2012.

NATURA COSMÉTICOS S.A.

ROBERTO PEDOTE

Chief Financial and Investor Relations Officer