

NATURA COSMÉTICOS S.A.
CNPJ/MF nº 71.673.990/0001-77
NIRE 35.300.143.183
a Publicly-Held Corporation

CALL NOTICE
EXTRAORDINARY SHAREHOLDERS MEETING

The Board of Directors of **NATURA COSMÉTICOS S.A.** ("Company"), through its Chairman Plínio Villares Musetti, invites the Shareholders of the Company to meet in the Extraordinary Shareholders Meeting, to be held at 9:00 a.m. on October 10, 2014, at the registered office of the Company located in the city of São Paulo, State of São Paulo, at Avenida Alexandre Colares, 1188, Vila Jaguara, CEP 05106-000, to resolve on the following agenda: (1) to approve that the Board of Directors of the Company shall be formed by nine (9) members and (2) to elect a new member to the Board of Directors of the Company.

General Information:

- Any holder of shares issued by the Company may attend the Meeting, in person, by means of its legal representatives or proxy holders, provided that such shares are kept in its name at the depositary financial institution in charge of keeping book-entry shares of the Company, namely, Banco Itaú S.A., pursuant to the provisions or art. 126 of the Brazilian Corporations Law.
- The shareholders should appear in advance of the time scheduled for the beginning of the Meeting as indicated in the Call Notice, bringing an updated evidence of ownership of shares of the Company, issued by the depositary financial institution and/or custodian agent within the forty eight (48) hours preceding the Meeting, as well as the following documentation: **(i) Individual Shareholders:** Identification Card with photograph; **(ii) Legal Entities Shareholders:** Certified copy of the latest version of the consolidated Articles of Association or by-laws and corporate documentation granting the powers to represent the entity (minutes of the meeting in which the current officers were appointed and/or Power of attorney); as well as Identification Card with photograph of the legal representative(s); **(iii) Investment funds:** Certified copy of the latest version of the restated fund rules and of the articles of association or by-laws of its manager, in addition to the corporate documentation granting the powers to represent the entity (minutes of the meeting in which the current officers were appointed and/or Power of attorney); as well as Identification Card with photograph of the legal representative(s).
- We request that the powers of attorney with special powers of representation in Shareholders Meeting be filed at the Company's office located at Avenida Alexandre Colares, 1188, Vila Jaguara, São Paulo – SP, CEP 05106-000, to the attention of the Investors' Relations Manager until October 8, 2014.

- Is at the disposal of the Shareholders, at the registered office of the Company, in Natura's Investors Relations webpage (www.natura.net/investidor), in CVM's webpage (www.cvm.gov.br) and in BM&FBovespa's webpage (www.bmfbovespa.com.br) all documentation pertaining to the matters to be resolved at the Shareholders Extraordinary Meeting as per paragraph 3rd of article 135 of the Brazilian Corporations Law and article 6th of CVM Instruction nº 481.
- The shareholders may find all information required for a better understanding of the foregoing matters, as well as instructions on granting powers of attorney, in the Manual for Participation in the Shareholders Extraordinary Meeting, available in Natura's Investors Relations webpage (www.natura.net/investidor), in CVM's webpage (www.cvm.gov.br) and in BM&FBovespa's webpage (www.bmfbovespa.com.br).

São Paulo, September 10, 2014.

PLÍNIO VILLARES MUNETTI
Chairman of the Board of Directors