

NATURA COSMÉTICOS S.A.

CNPJ/MF 71.673.990/0001-77

Publicly-Held Company

NIRE 35.300.143.183

**NOTICE TO THE MARKET
ACQUISITION OF MATERIAL EQUITY HOLDING**

We hereby inform our shareholders and the market in general, pursuant to the provisions of Article 12 of CVM Instruction No. 358/2002, that Natura Cosméticos S.A. ("Natura") received the attached letter from Westwood Global Investments, LLC ("Westwood"), informing that on August 31, 2018, Westwood now holds 5.030% of Natura's total common shares, which represents 21,692,750 shares.

Westwood informs that this acquisition is for investment purposes only, with no intention of changing the control or influencing the administrative structure of Natura.

São Paulo, September 5th, 2018.

NATURA COSMÉTICOS S.A.

José Antonio de Almeida Filippo

Chief Financial Officer and Investor Relations Officer