

**NATURA COSMÉTICOS S.A.**

CNPJ/MF nº 71.673.990/0001-77

Publicly-Held Company

NIRE 35.300.143.183

**NOTICE TO THE MARKET**

Natura Cosméticos S.A., in view of the information published on the article “Brazil’s Natura Recently Approached Avon About a Takeover” on the online edition of the Wall Street Journal, reproduced in other communication vehicles, hereby informs its shareholders and the market in general that there is no negotiation in progress for the acquisition of Avon.

São Paulo, September 17<sup>th</sup>, 2018.

**JOSÉ ANTONIO DE ALMEIDA FILIPPO**  
Chief Financial and Investor Relations Officer