

MATERIAL FACT

Natura Cosméticos S.A. (“Company” or “Natura”), in compliance with the provisions of the Brazilian Corporate Law No. 6,404/1976 and with the provisions of the Brazilian Securities Commission (“CVM”) Ruling No. 358/2002, hereby informs and clarifies its shareholders and the market in general about the information published today in the article “Avon, After Breakup, Explores Deal That Would Put It Back Together” in the online edition of the Wall Street Journal, reproduced by other media outlets, as well as in response to the request for clarification received from B3 S.A. – Brasil, Bolsa, Balcão, by means of the Letter (*Ofício*) 142/2019-SAE, dated March 22, 2019, through the Cooperation Agreement (Convênio de Cooperação) entered into with the Comissão de Valores Mobiliários (“Official Letter”), transcribed below:

*“March 22, 2019
142/2019-SAE*

*Natura Cosméticos S.A.
At. Sr. José Antonio de Almeida Filippo
Chief Financial and Investor Relations Officer*

Ref.: Request for clarifications regarding information published in the press

Dear Sirs,

In article reproduced by “Agência Estado – Broadcast”, on March 22, 2019, with the headline “DJ/Source: Avon considers to sell operations to Natura and stock rises more than 5% in NY”, contains, amongst other information, that discussions involve a scenario in which Natura would buy Avon’s businesses in North America, that now is a closely-held company apart, in addition to the Avon that is traded on the stock exchange and operates around the world.

We request clarifications on the item indicated above, until March 25, 2019, with your confirmation or not, as well as other information considered important”.

With this regard, the Company confirms that it has engaged in discussions with Avon Products, Inc. concerning a potential transaction involving both companies. Natura does not intend to comment further at this time, but will communicate to the market if and when appropriate.

The Company will keep its shareholders and the market in general updated on any new material information.

São Paulo, March 22, 2019.

JOSÉ ANTONIO DE ALMEIDA FILIPPO
Chief Financial and Investor Relations Officer