

*Sustainability
Vision*



Sustainability vision **GRI 3-3**

In light of the escalating global socio-environmental imbalances, simply striving to maintain existing resources to mitigate further depletion of the planet, as traditionally perceived in sustainability, is no longer adequate. Instead, there's an urgent need for businesses to adopt a more transformational impact agenda, focusing on restoring what has been degraded or permanently lost due to human actions. This approach is underpinned by the concept of regeneration, emphasizing the imperative of actively replenishing and revitalizing our ecosystems and communities.

Doing business regeneratively goes beyond practices applicable to agricultural production and the reclamation of soil and forests. Natura & Co Latin America believes that human and social factors are indissociable from environmental challenges and are essential for a new strategy based on regeneration. This is a course we have initiated and linked directly with the new Natura & Co

Commitment to Life targets up to 2030 and the Natura Vision 2050, guiding the company's upcoming decisions.

The regeneration strategy reconnects with one of our beliefs registered over 30 years ago, and with the Natura Reason for Being: "Well Being Well". This is the harmonious relationship of the individual with himself as the definition of "well-being", and the empathetic, successful and pleasurable relationship with others and with nature as the expression of "being well".

Many of the initiatives undertaken by Natura over recent decades reflect regenerative practices, including the choice of the direct selling model and the involvement with traditional peoples and communities and family smallholders in the Amazon, grounded in the social bioeconomy.

A recent example is the Biôme line of personal care products. Made with palm oil produced in agroforestry systems that the company started to develop over 15 years ago with Embrapa (Empresa Brasileira de Pesquisa Agropecuária) and the CAMTA cooperative (Cooperativa Agrícola Mista Tomé-de-Açu), changing the reductionist viewpoint that palm can only be produced by monoculture.

Biôme: products for regeneration

At the end of 2021, Natura entered the solid cosmetics market with Natura Biôme, currently only available in Brazil and Chile (e-commerce and retail). With a product portfolio for hair and skin care, the brand was launched with the manifesto of rethinking the present to recreate the future.

The main Biôme ingredient is palm oil obtained from the first agroforestry system in the world for the production of this ingredient, the Palm Oil or *Dendê* AFS. This initiative with the participation of Natura in Pará, brings the cultivation of this oilseed close to its original environment in the forest, through the association with diverse plants in the production system. The line also has plastic free recycled and recyclable packaging.

The Biome packs were developed with recyclable and recycled post-consumer paper with an internal protection made of biodegradable cellulosic film made from renewable sources.

To store or transport the bars after they are opened, the brand commercializes an accessory with an exclusive design produced in partnership with the Californian startup Mango Materials, which employs an original technology that captures methane gas and transforms it into bioresin, turning a gas potentially harmful to the environment into a compostable and biodegradable material.

