

Natura &CO

NATURA &CO HOLDING S.A.

Publicly Held Company

CNPJ/MF nº 32.785.497/0001-97

NOTICE TO THE MARKET

Natura &Co Holding S.A. (B3: NTCO3) ("Company"), pursuant to art. 12 of CVM Resolution no. 44, of August 23, 2021, as amended, hereby informs its shareholders and the market in general that it received, on this date, a letter from its founding shareholder, Mr. Guilherme Peirão Leal, through which he communicates the decrease of his shareholding stake in the Company from 7.166% to 4.166%.

The decrease in the shareholding, when effected, will take place through the donation, to his siblings, of the bare ownership of common shares issued by the Company, with the reservation of the lifetime usufruct rights of the shares' political and economic rights, and will therefore, not result in a change in shareholder control or in the Company's administrative structure.

The full text of the letter is attached to this notice to the market.

São Paulo, January 31, 2025.

Guilherme Castellan

Chief Financial and Investor Relations Officer

Natura &Co Holding S.A.

Avenida Alexandre Colares, No. 1.188, Parque Anhanguera

Zip Code 05106-000

São Paulo, SP, Brazil

Attn: Mr. Guilherme Strano Castellan

Investors Relations Officer

Tel.: 55 (11) 4389-9700

Email: ri@natura.net

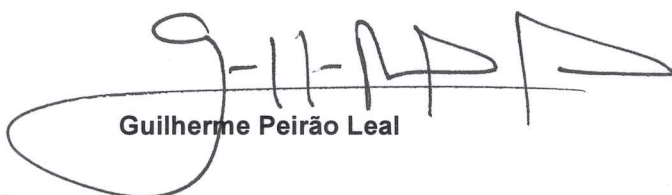
January 31st, 2025

NATURA &CO HOLDING S.A. – Disclosure of Material Equity Holding

Dear Sirs,

- 1 For the purpose of article 12 of the Brazilian Securities Commission (“**CVM**”) Resolution No. 44, of August 23, 2021, we request the Investor Relations Officer of Natura &Co Holding S.A (“**Company**”) to disclose the following information to the CVM and to the relevant authorities:
 - (i) the Company's shareholder Guilherme Peirão Leal (“**Guilherme**”), holds personally (a) full ownership of 7.166% of the Company's shares and (b) the political and economic usufruct of 6.54% of the Company's shares, whose bare ownership belongs to his sons Felipe and Ricardo, totaling political and economic rights over 13.71% of the Company's shares.
 - (ii) Guilherme decided to donate common shares issued by the Company, reserving the lifetime usufruct (*usufruto vitalício*) of all political and economic rights, with his sons Gustavo, Matheus, and Thomas as the beneficiaries (“**Donation**”);
 - (iii) the Donation was submitted to the Bookkeeping Agent. Guilherme's full ownership was reduced from 7.166% to 4.166% (57,770,856 shares), a reduction of 3%, with each of the beneficiaries now holding the bare ownership of 1% (13,868,481 shares each); Guilherme retains the political and economic usufruct of 13.71% of the Company's shares; and
 - (iv) the purpose of the Donation is to facilitate the wealth succession of the aforementioned controlling shareholder, and therefore does not result in a change in the Company's shareholding control nor management structure.
- 2 We remain at your disposal for any further clarifications or comments you may deem necessary on the subject.

Yours faithfully,


Guilherme Peirão Leal