

Natura &Co sponsors the Science Museum’s ‘Amazônia’ exhibition, revealing the riches of the rainforest, its beauty and biodiversity, its people and its importance for our global climate.

The company has been active in the Amazon for over 20 years and is the global leader in sustainable and ethically-sourced cosmetics and beauty products. Natura also protects a tropical forest area half the size of Holland, and is committed to raising awareness to regeneration of the rainforest by halting further deforestation

- On 13th October the Science Museum opens a new exhibition showcasing the work of world-renowned photographer Sebastião Salgado. Its focus is the world’s largest rainforest, much of it in Brazil, his homeland.
- The exhibition opens on the eve of COP26, the 26th UN Convention on Climate Change in Glasgow, which will highlight the importance of the world’s tropical forests.
- Founded in Brazil, Natura &Co is profoundly committed to protecting the Amazon and the communities within it, so is a natural fit as the major sponsor of ‘Amazônia.’

Sebastião Salgado, one of the world’s most important photographers, has spent years visiting the Amazon and documenting the forest, its people and the immense changes the region is undergoing. The exhibition is part of a movement to raise awareness of these changes to one of Planet Earth’s most significant biomes, and to create new development pathways for regeneration of the Amazon and its precious biodiversity. Salgado’s images reveal how traditional peoples have lived in the forest for centuries, and how they use its resources in a sustainable way.

Natura &Co is proud to support Salgado as he showcases over 200 black and white images, several of which have never before been exhibited in the UK. These stunning photographs -- collated over the course of six years with twelve different indigenous communities -- take viewers on a journey through the forests and rivers of Amazônia, introducing us to indigenous peoples and forest dwellers. The exhibition is more than a stunning visual testimonial to a fast-vanishing world; it’s a call to action to preserve Amazonia’s wonders.

Natura &Co has been working to protect and support the Amazon and its communities for over 20 years. The company set far-reaching commitments including: by 2030, expanding influence on forest preservation from 1.8m to 3m ha, and from 33 to 40 communities, increasing revenue streams with 55 bio-ingredients (from 38), sharing at least R\$ 60 million in value with communities (from R\$ 33 million) and, the most important one, to foster collective efforts towards zero deforestation by 2025.

Sebastião Salgado, said: *“It is the duty of all human beings across the planet to participate in Amazonia’s protection.”*

“The ‘Amazônia’ exhibition is the fruit of seven years of human experience and photographic expeditions in a region which is still largely unknown, and which never ceases to teach and

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amaze us with the culture and essential ingenuity of its inhabitants and the mystery, power and unequalled beauty of nature. These images testify to what survives before even more disappears. In order for life and nature to escape further destruction and depredation, it is the duty of all human beings across the planet to participate in its protection.

I am pleased that Natura &Co is the Major Sponsor of this exhibition, given their unwavering commitment to protecting the Amazon and its biodiversity, working hand-in-hand with its communities, addressing the climate crisis and more.”

Marcelo Behar, Vice-President of Sustainability & Group Affairs for Natura &Co, said:

“The climate crisis really is the defining challenge of our time – the private sector and public institutions as well as citizens across the world need to work together to step up and push for change. There’s one obvious and simple key to arresting climate change: arrest the destruction of tropical forests like the Amazon.”

“As a Brazilian company, Natura &Co holds the Amazon very close to our hearts and we have long been committed to protecting the Rainforest with its wealth of biodiversity and traditional communities. We are pleased to partner with the Science Museum and support the Salgado ‘Amazônia’ exhibition to demonstrate the beauty of the Amazon whilst helping to raise awareness of the effects of climate change in the region and the crucial need to take action before deforestation reaches a tipping point. It will take a global effort to save the Amazon and we at Natura are determined to play our part.”

Curated and designed by Lelia Wanick Salgado, the exhibition illustrates Sebastião Salgado’s vision of the Amazon as a unique landscape of unparalleled beauty that is in critical need of protection. From images of epic landscapes filled with lush rainforests taken from river boats, and sweeping aerial shots of the immense waterfalls and stormy skies, to portraits of the diverse indigenous communities that call this special part of the world home.

‘Amazônia’ is enhanced by video interviews with indigenous leaders and activists working to protect this incredible region and an immersive, orchestral soundtrack by composer Jean-Michel Jarre. The exhibition will be accompanied by a one-off live concert inspired by the themes explored in the exhibition, performed by the Britten Sinfonia at the Barbican in London on 14 October.

‘Amazônia’ is on show at London’s Science Museum at the same time as the global UN Climate Change Conference COP26 in Glasgow. Natura &Co will be working to raise awareness of the importance of the Amazon Rainforest – the lungs of the earth – on a global scale at COP26.

This is part of an international tour that began at the Philharmonie in Paris and includes the MAXXI in Rome, SESC in Sao Paulo and the Museu do Amanhã in Rio de Janeiro.

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About Natura &Co:

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Natura &Co is a global, purpose-driven, multi-channel and multi-brand cosmetics group which includes Avon, Natura, The Body Shop and Aēsop. Natura &Co posted net revenues of R\$36.9 billion in 2020. The four companies that form the group are committed to generating positive economic, social and environmental impact. For 135 years Avon has stood for women: providing innovative, quality beauty products which are primarily sold to women, through women. Founded in 1969, Natura is a Brazilian multinational in the cosmetics and personal care segment, leader in direct sales. Founded in 1976 in Brighton, England, by Anita Roddick, The Body Shop is a global beauty brand that seeks to make a positive difference in the world. The Australian beauty brand Aēsop was established in 1987 with a quest to create a range of superlative products for skin, hair and the body.

About the Science Museum:

The Science Museum is part of the Science Museum Group, the world's leading group of science museums that share a world-class collection providing an enduring record of scientific, technological and medical achievements from across the globe. Over the last century the Science Museum, the home of human ingenuity, has grown in scale and scope, inspiring visitors with exhibitions covering topics as diverse as robots, code-breaking, cosmonauts and superbugs. 2020 marked a decade of transformation for the museum with the opening of the largest medical galleries in the world - Medicine: The Wellcome Galleries and Science City: The Linbury Gallery - the story of how London became a hub of discovery during 1550-1800. The Science Museum was named a winner of the prestigious Art Fund Museum of the Year prize for 2020. www.sciencemuseum.org.uk Twitter: @sciencemuseum