
Biodiversity *Policy*

A regenerative journey towards
a business model in harmony with
people and nature

Short version, February 2024



Introduction

At Natura &Co Latin America, we believe that a company has to act as a vector of value creation for society: more than reducing or mitigating negative impacts, it is necessary to regenerate and generate beauty for the world. We continually invest in the identification and understanding of socio-environmental challenges of our time in order to transform them into business opportunities. In addition, business challenges are also transformed into socio-environmental opportunities. We recognize that biodiversity, intrinsically related to people and climate change, is at the center of our activities.

This is a short version for external disclosure of the new Biodiversity Policy of Natura &Co Latin America (completed in 2023 and published internally as a corporate policy). It provides guidelines on the sustainable use of biodiversity, conservation of biological diversity, and sharing of benefits from access to genetic heritage and associated traditional knowledge.

Natura, the company around which the Natura &Co group was created, launched its Policy for the Sustainable Use of Sociobiodiversity Products and Services in 2010, whose scope has been renewed and expanded over the years.

At the 15th session of the Parties (COP 15) of the UN Convention on Biological Diversity held in December 2022, the Kunming-Montreal Global Biodiversity Framework was signed, establishing an ambitious plan to transform the relationship with biodiversity and reverse the losses.

The Global Framework was used as a guide for the development of our new Biodiversity Policy, completed at the end of 2023.

This Policy applies to all Natura &Co Latin America activities, including Avon's and Natura's operations in the region. The two brands have their own approaches to biodiversity, but both are in a regenerative journey for people and nature. We are launching the foundations for a new cycle of action, which requires increasing our awareness of the relationship between business and biodiversity. At the same time, we are enhancing the actions established in the Commitment to Life of Natura &Co Latin America (<https://www.naturaeco.com/pt-br/visao-2030-natura-co-america-latina/>). The new Biodiversity Policy is the starting point for the definition of a more coordinated path of work for our teams, relationship network, and partners – groups we are rely on to leverage our actions in this field.

The Biodiversity Policy of Natura &Co Latin America covers:

- Natura &Co Latin America business unit, which includes Natura's and Avon's operations in the region.
- Biodiversity: the web of life, the diversity of ecosystems and species, and genetic diversity, as well as their connection with people, communities, and ways of life.
- Impacts and dependencies related to biodiversity in all our activities, especially when obtaining raw materials, in direct operations, and research and development.
- The relevance of biodiversity and our related commitments in our business model and broader activities, including our network of employees, Beauty Consultants, consumers/citizens, suppliers, partners, and communities.
- The priority area of activity is Pan-Amazon, a territory of high biodiversity, with excellent business opportunities based on the appreciation of traditional knowledge and the adoption of fair and regenerative practices.



Objectives

This Biodiversity Policy includes guidelines for the decision-making process in all areas related to biodiversity in Natura &Co Latin America, and for the implementation of actions that impact our relationship network. We believe in regenerative relationships as a process to restore life in individuals, communities, nature, and the relationships between them, which must be intrinsic to our business model.

It means recognizing the factors of biodiversity loss and handling them, promoting ecosystem restoration and regeneration practices based on the following pillars and commitments: promotion of product and packaging circularity, search for regenerative and low-carbon solutions, respect for human rights, promotion of gender and racial equity (also regarding the decision-making process in aspects related to biodiversity), fight against social inequalities, engagement with biodiversity issues, and disclosure of related topics.

Specific objectives of this Policy:

- 1 Proactively contribute to achieving the 2050 Vision of the Kunming-Montreal Global Biodiversity Framework and its 23 targets by 2030, considering regional and national biodiversity strategies and plans.
- 2 Integrate biodiversity guidelines into all our activities, prioritizing direct operations, research and innovation processes, supply chains, and the network of Beauty Consultants and consumers/citizens, reflecting our impacts and dependencies and advancing to stop and reverse the loss of nature.
- 3 Value sociobiodiversity and traditional knowledge (prioritizing Pan-Amazon, but also in any other biome or location in the world), using regenerative ingredients, products, services, and solutions.
- 4 Promote and increase awareness and action regarding biodiversity and regeneration through our products and services and our relationship network, which includes employees, consultants, suppliers, communities, and consumers/citizens.

Biodiversity, climate, and people: *climate justice*



We embrace the deep connection between biodiversity and climate change. We understand how it shapes the health of the ecosystems that support our well-being, and we feel the urgency of the risks we face and that challenge our existence on this planet. This phenomenon affects us unequally. Historically marginalized populations — such as black people, indigenous peoples, traditional communities, and family farmers — face stronger pressure because they often depend on natural resources to sustain and strengthen their way of life and are directly impacted by the consequences of climate extremes and biodiversity loss.

Climate justice refers to actions that take into account the needs, voices, and leadership of groups that are affected now and will be affected by the climate crisis. At Natura &Co Latin America, we direct our efforts towards two essential groups that support our business model: Beauty Consultants and traditional peoples/communities/family farmers in our relationship network.

We understand that biodiversity conservation and regeneration will not happen if the basic needs of groups like these are not met or are in danger. The two guidelines below guide our actions in climate justice:

- Support adaptation and mitigation of the effects of climate change and biodiversity loss, with justice and inclusion, focusing our work on traditional peoples and communities, family farmers, and Beauty Consultants using our solutions and our business model.
- Build awareness among communities and consultants through data, studies, and sharing of knowledge, empowering them to handle these urgent challenges.

Act to transform: pillars

An inspiring vision and ambitious goals are essential – but not sufficient – to promote transformative changes in the relationship with biodiversity.

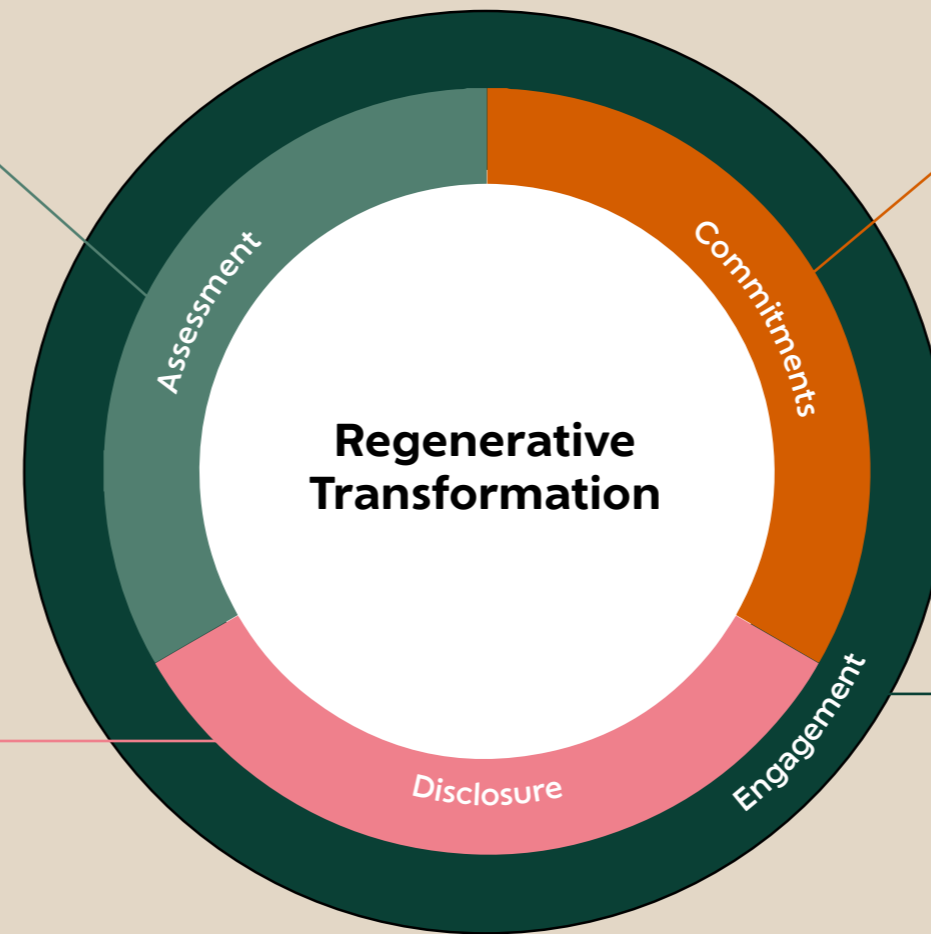
Information on impacts, dependencies, risks, and opportunities related to business and biodiversity must be fully integrated into the development of the company's strategy, decision-making process, and transparent disclosure in corporate reports.

Assessment

Our information on impacts, dependencies, risks, and opportunities regarding biodiversity is collected from our operations and value chain, using recognized scientific and analytical tools.

Disclosure

Our biodiversity-related actions, processes, results, and governance mechanisms are transparently reported in the Natura &Co Latin America Annual Report.



Commitments

Our positioning is based on solid commitments and corporate policies. In 2020, Natura &Co launched its 2030 Vision, the Commitment to Life, which is built on three pillars: address the climate crisis and protect the Amazon;

defend the human rights and be more humane; and embrace circularity and regeneration. In 2023, the document underwent a revision process, incorporating a specific approach for Latin America.

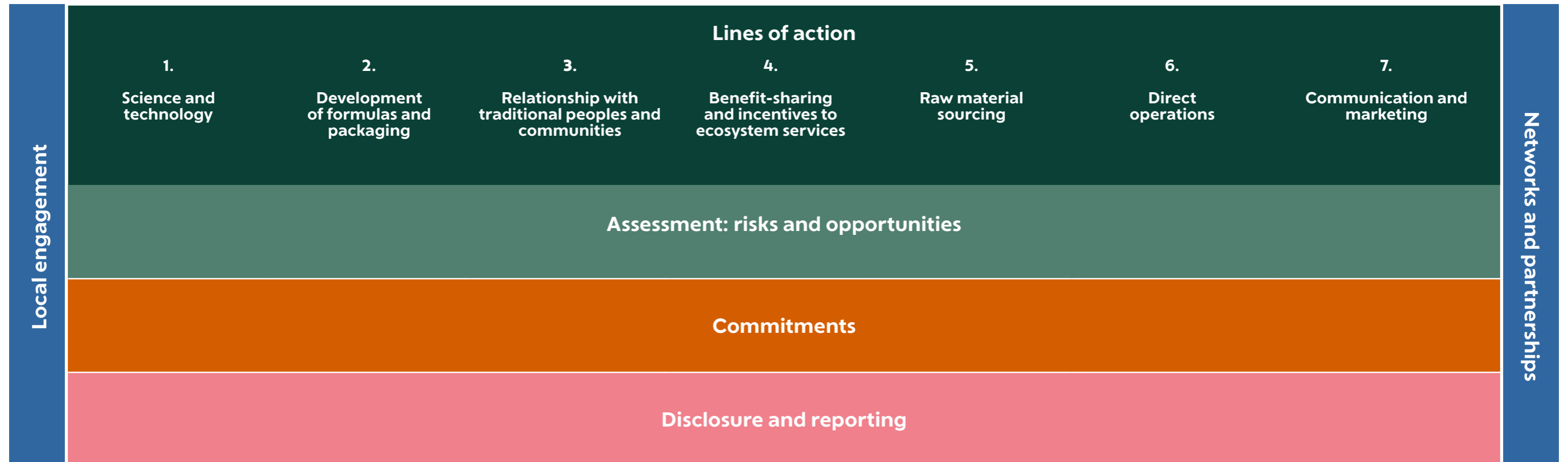
Engagement of audiences and partners

Our biodiversity-related actions are not unilateral, but informed, created, and implemented through dialogue and collaboration with our relationship network. We maintain dialogue and engagement processes with communities and suppliers. For employees, Beauty Consultants, and internal departments of the company involved with the

implementation of this Policy, recurring training will be provided. And consumers and citizens will remain in contact with this topic through campaigns, communication channels, and products. We also seek cooperation with governmental and non-governmental organizations, respecting and enhancing the role of each of them.

Key areas of action *in biodiversity*

Our actions directly related to biodiversity and our regenerative transformation journey are based on seven key areas of action in the value chain. In each of these areas, we seek to avoid and reduce negative impact and create opportunities to generate positive impact. Some lines of action are strongly emphasized in certain businesses within our group (in general, Natura, which is recognized for its leading role in the topic of biodiversity).





1. SCIENCE AND TECHNOLOGY

Our technology and innovation platform is based on principles of sustainability and circularity and the search for regenerative solutions. We have three Innovation Centers in Latin America (two in Cajamar, SP, and one in Benevides, PA), which are focused on cosmetic products and science applied to human well-being. We select the best ingredients and their origins, seeking to enhance positive impacts through sustainable innovation and the socio-productive inclusion of family farmers and agroextractive communities, both in the research phase and production chain.

We encourage regenerative agriculture and sustainable and innovative production systems, and we always consider the ecological footprint of ingredients, which guides our decisions regarding formulas and packaging that minimize

negative impacts throughout the product life cycle. In the end, sustainable production chains are implemented in the field and the industry. In our group, Natura leads innovation in natural raw materials, using clean and eco-efficient technologies, favoring Amazonian bioingredients.

General guidelines (primarily for Natura)

Develop regenerative ingredients and solutions that limit waste and with potential to increase the planet's biocapacity and local biodiversity, restore degraded ecosystems, minimize pressure on certain biological resources, capture more carbon, and promote equity and social inclusion.

Promote the conservation, regeneration, and sustainable use of biodiversity to develop production chains that combine production with conservation and regeneration, through agroecological systems, valuing socio-biodiversity resources and adopting practices that enhance connectivity between different landscapes and ecosystem services (such as carbon sequestration and water and soil conservation).

Value the ethnobotanical and traditional knowledge of traditional peoples and communities and family farmers in prospecting and development of new bioingredients and the management of agroecosystems.

Develop safe bioingredients using sustainable and eco-efficient technologies, seeking to reduce the use of external inputs and eliminate the use of pesticides and other resources of non-renewable origin.

Develop low carbon ingredients using sustainable technologies and nature-based solutions, regenerative agriculture, forest management, green extraction, and an ecosystem approach to field and processing, enhancing ecosystem services and the socioeconomic benefits.

Identify endangered species in our production chain and encourage conservation actions, based on the evaluation of globally recognized lists.

Eliminate, reduce and/or mitigate the impacts of invasive species on natural habitats, biodiversity, and ecosystem services of our production chain.

Strengthen the connection with network of local partners (traditional communities, non-governmental and governmental organizations, research institutes, among others), as well as regional and international partners, to promote and leverage sustainable innovation.



Science and technology: specific guidelines for Natura

Prioritize an innovation platform focused on Amazonian bioingredients, inspired by and based on:

- Sustainable use of socio-biodiversity resources in the Pan-Amazon region.
- Combination of scientific research and traditional knowledge to develop exclusive bioingredients with cosmetic benefits.
- Socio-productive inclusion of traditional peoples and communities and family farmers, with a focus on ethical supply, ensuring good production practices (including forest inventories and phytotech studies).
- Optimization of production chains for the development of ingredients, packaging materials and other products (crafts, for example), respecting and enhancing natural cycles and the sociocultural context.

2. DEVELOPMENT OF FORMULAS AND PACKAGING

We create functional, efficient, and safe formulas and packaging that prioritize circularity, technologies inspired by nature, and regenerative solutions to reduce carbon emissions and increase the positive impact.

Our ingredients, whether developed internally or acquired from suppliers, must follow good socio-environmental production practices and offer traceable origin. The same applies to packaging materials. The waste generated can be reused in our own production process or transformed into quality inputs for another industrial or natural cycle. We encourage the use of packaging that avoids or reduces the impact on biodiversity – at the origin and at the end of the life cycle.

We are also committed to avoiding or reducing pollution from chemicals and waste across our value chain, as this is one of the main causes of biodiversity loss and ecosystem degradation.

General guidelines

Promote safety for people and the environment when choosing raw materials and packaging materials – in addition functionality, safe use and disposal must be considered. We only use in our portfolio ingredients whose safety has been demonstrated, in line with the international scientific community. Our list of restrictions goes beyond regulatory prohibitions in the markets where we operate, as our researchers are always evaluating risks.

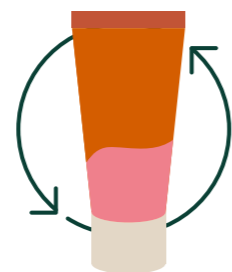
Maintain the policy of not testing products or ingredients on animals, adopting alternative methodologies that ensure safety and effectiveness for people, without causing harm to beings. For example: in vitro tests, computational models, and 3D artificial skin created in the laboratory.

Our formulas are focused on:



- Being mostly biodegradable.
- Reducing the environmental footprint, measured through life cycle assessment.
- **Specifically for Natura:** having a predominance of renewable or natural ingredients; using vegetable and vegan ingredients as much as possible; incorporating, whenever possible, ingredients from the Pan-Amazon region.

Our packaging is focused on:



- Progressively using reusable, refillable, recyclable or compostable materials.
- Reducing the use of virgin plastic from petrochemical sources and incorporating recycled materials or materials from renewable sources, such as green plastic (produced from sugar cane).



3. RELATIONSHIP WITH TRADITIONAL PEOPLES AND COMMUNITIES AND ETHICAL SUPPLY WITH REGENERATIVE PRACTICES

The knowledge, practices, and innovations of traditional peoples and communities are more and more considered essential for regeneration, conservation, and sustainable use of biodiversity. On the other hand, traditional communities, indigenous peoples, and family farmers are among the groups most impacted by climate change, which makes respect for their rights and contributions even more urgent.

We seek to expand and deepen partnerships with traditional communities, indigenous peoples, family farmers. Our actions are focused on enhancing our contribution to social and organizational strengthening, cultural appreciation, environmental conservation and regeneration, and territorial development. For more than 20 years, Natura has had relationships with communities as part of its business model, considered essential partners in innovation activities, in the development of strategic ingredients and socio-biodiversity value chains, with a focus on the Pan-Amazon region.



General guidelines for traditional peoples and communities and family farmers

(primarily for Natura)

Maintain respect for the rights of traditional peoples and communities as a fundamental principle

in our relationship model, which is based on dialogue, ethics, transparency, cooperation, and mutual learning. We recognize their rights – including self-determination, territorial ties, forms of social organization, participation in decision-making process, equality, equity and non-discrimination – based on our commitments to human rights and national and international legislation.

Establish free, prior and informed consent (FPIC)

in a transparent, participatory, and collective manner, with respect for community consultation protocols. We meet legal requirements on the topic and promote best practices, based on our own

experience and the experience of our partners. A successful relationship depends on understanding local priorities and values and sharing information about our work in a clear and culturally appropriate manner.

Promote ethical supply with regenerative practices of biodiversity

in communities, with respect for human rights and zero deforestation. We seek to establish chains with guaranteed traceability and promote decent income, gender equity and environmental conservation, assured by independent inspection systems.

Ensure fair and equitable benefit-sharing

in recognition of the rights and contributions of traditional peoples and communities and family farmers.

Promote local value addition and decent income to agroextractive communities,

through revenue streams from socio-biodiversity value chains, prioritizing the purchase of processed products and the inclusion of payments for environmental services. The acquisition of items and services can include crafts, environmental services, and reverse logistics in the same territory, offering, for example, income diversification options.

Build lasting and structured partnerships

with traditional peoples and communities and family farmers. We seek to provide medium- and long-term benefits to local partners and their communities.

Promote human rights and gender equity in the communities,

prioritizing the

participation of women, young people, and other more vulnerable groups. Local contribution and co-creation are key pillars of our relationship model.

Recognize and value material and immaterial cultural heritage

of communities, based on their knowledge; practices; customs; traditions; and ecological, cultural and spiritual values.

Strengthen and promote prosperity in communities

through technical advisory actions, training, technology transfer, and investment in raw material production areas. In addition to our support to improve production practices, we contribute to positive impact in general, supporting areas such as social and institutional organization, inclusion of young people in local processes, intersectoral

partnerships, infrastructure improvement, cultural appreciation, and environmental conservation and regeneration.

Act with a territorial approach and landscape connectivity,

using cooperatives, local associations and formal relationship organizations as references, to leverage positive socio-environmental impact.

Establish easily accessible, reliable communication channels

that are suitable for these groups to promote dialogue and engagement, and receive complaints and reporting.

Follow current legislation and internal policies and standards on the use of cultural heritage,

images and copyright, considering that these topics also involve collective rights.



Specifically for Natura:

Prioritize relationships with traditional peoples and communities and family farmers in the Pan-Amazon region

through relationships with community organizations. In this process, we seek to strengthen relationships already established – expansion to other local organizations should prioritize network actions, preferably in Amazonian territories where Natura is already present.

Specific guidelines for indigenous peoples

In addition to considering the general guidelines for communities, it is important to highlight the following specific guidelines when the situation involves indigenous peoples:

- Recognize and respect forms of social and cultural organization, relationships with nature and territory, political dynamics, and traditional institutions.
- Rely on scientific bibliographic references and/or technical documents to obtain detailed knowledge about the indigenous group with which a relationship will be built.
- Consider the history of relationships with other organizations and companies, exchange of knowledge with other groups and transnational presence, when applicable, in order to assess risks, impacts, and opportunities.
- Ensure awareness and authorization from competent bodies, when applicable.
- Create a team with proper qualifications to build the relationship.
- When necessary, identify institutional partners (such as non-governmental indigenist organizations that already have a relationship of trust with the group in question) to monitor the relationship and create agreements and partnerships.
- Seek to build medium- and long-term relationships, not just to meet the demand of specific projects, ensuring alignment of mutual expectations.



4. BENEFIT-SHARING AND INCENTIVES TO ECOSYSTEM SERVICES

A. BENEFIT-SHARING

Benefit-sharing is the sharing of benefits obtained from the access to genetic heritage and/or associated traditional knowledge. Its purpose is to strengthen environmental conservation, the sustainable use of biodiversity, communities, and the appreciation of ancestral knowledge. We are committed to applying the rules of access to such heritage and knowledge, promoting a fair and equitable sharing of benefits, in line with the Convention on Biological Diversity and the Nagoya Protocol. We seek to maximize positive local impact based on the financial benefits obtained from the sale of our products.

We are committed to encouraging countries to cooperate with each other and setting harmonized benefit-sharing rules, mainly for traditional peoples and communities and family farmers. We will promote the adoption of multilateral mechanisms for this topic, particularly in cases of cross-border access, with the prioritization of this debate for the Pan-Amazon region.

General guidelines

Conduct due diligence with ingredients, developed internally or acquired from suppliers, indicating the species, method of extraction or cultivation, identification of origin, and benefit-sharing indication, seeking to reduce, minimize, and mitigate negative impacts and enhance the sustainable use of biodiversity.

Establish a free, prior and informed consent (FPIC), particularly in case of access to associated traditional knowledge, always according to current legislation.

Apply benefit-sharing to different technologies in the access to genetic heritage and/or associated traditional knowledge. It includes:

- **Conventional and classic technologies** for the production of essential oils, phyto-extracts, vegetable oils, and butters, among others.
- **New technologies,** such as headspace aroma capture (which uses volatile molecules to elucidate odor compounds present in the air) and the use of Digital Sequence Information (DSI) – a term that emerged during the Convention on Biological Diversity – which refers to data derived from dematerialized genetic resources. When identified as access, these new technologies will be part of benefit-sharing.

Develop guidelines related to national legislation in every country where we begin the process of research and development of new ingredients. An assessment will be conducted and a normative instruction will be created to direct the application of the current standard to the access to genetic heritage and/or associated traditional knowledge, which must include the rules to obtain a license and/or prior authorization, the institution in charge, and the concepts and metrics on this topic in the country.

B. INCENTIVES TO ECOSYSTEM SERVICES

Ecosystem services – which include food and water supply, climate regulation, and air purification, among others – are ecological processes, roles or characteristics that directly or indirectly contribute to human well-being. They are essential for maintaining and improving environmental conditions with an impact on the quality of life, and are intrinsically linked with the ability to operate our business in a responsible and sustainable manner.

Human activities that contribute to ecosystem services are called “environmental services.” We consider individual or collective payment for environmental services as a voluntary incentive to boost the maintenance, regeneration and/or improvement of ecosystem services, which can complement income generation and contribute to social progress and territorial development. Environmental services can be paid by public authorities, civil society organizations, and individuals or legal entities.

General guidelines

Prioritize our relationship network to receive payment for environmental services resulting from our activities or actions of our partners.

Recognize and defend traditional peoples and communities and family farmers as the main providers of environmental services.



Specifically for Natura:

Prioritize the Pan-Amazon region, in areas where we already operate and in supply chains linked with our business model.

Encourage the valuation of ecosystem services through studies and analyses to measure and detail their importance, including the attribution of financial value, to guide decisions and arrangements that promote better ecosystem management.

Prioritize the conservation and regeneration of biodiversity and ecosystems, agroforestry systems, and the valuation of traditional knowledge and the way of life of traditional peoples and communities and family farmers when paying for environmental services.

Implement socio-environmental safeguards to identify, assess, mitigate and monitor socio-environmental risks and impacts, in line with legal requirements and good practices of the industry.

Adopt a free, prior and informed consent (FPIC) for the payment of environmental services.

Ensure transparency and social control in monitoring, delivery of results and payments related to environmental services provided, which must be measurable and traceable.



5. RAW MATERIAL SOURCING FROM PRIVATE PRODUCERS OR COMPANIES

The supply area is an important activity as it can help stop and reverse biodiversity loss. The raw materials for our products come from chains involving a wide variety of species, materials, production systems, and locations around the world. And, consequently, our activities have impacts on various ecosystems and their populations.

Raw material sourcing with respect for people and nature avoids negative impacts and

helps protect and restore biodiversity and ecosystems, reduce greenhouse gas emissions and identify, prevent, and mitigate human rights risks. Our main high-volume chains (palm, soy, ethanol, mica, cotton, and paper) have specific traceability and certification policies and goals.

This Policy is part of our Supplier Assessment Program and commitments related to human rights, and labor, social, and environmental responsibilities

General guidelines

Respect people and guarantee human rights in supply chains, with zero tolerance to violations.

Be committed to zero deforestation and zero conversion of native vegetation when sourcing raw materials, especially for the main commodities and chains in Latin America in which our businesses are involved.

Boost supply with regenerative practices in raw

material sourcing, especially for the main commodities and chains in Latin America in which our businesses are involved, in a progressive manner.

Promote good practices in chains of recycled materials, in socio-environmental aspects and traceability of origin.

Conduct due diligence process and monitor supply chains in order to identify, prevent,

and mitigate risks to workers and biodiversity.

Prioritize and encourage safe supply chains, which seek to reduce the use of external inputs, pesticides, and other resources of non-renewable origin. The use of pesticides must be subject to an action plan that helps mitigate the negative impacts.

Identify endangered species in our production chain and encourage conservation

actions, based on the evaluation of globally recognized lists.

Eliminate, reduce and/or mitigate the impacts of invasive species on natural habitats, biodiversity, and ecosystem services of our production chain, encouraging the adoption of conservation practices in the Pan-Amazon region and other biodiversity hotspots.

6. DIRECT OPERATIONS

Product manufacturing depends directly and indirectly on biodiversity and ecosystem services, including monitoring and sustainable management of water use. This way, the industrial activity can contribute to factors that cause biodiversity loss, such as carbon emissions, pollution, and waste generation. Therefore, we prioritize clean, high-yield production processes with positive socio-environmental impact.

We have Internal Committees that monitor all indicators (water, energy, and waste) and provide employee training with a focus on biodiversity and environmental impacts, among other aspects. We've implemented an ambitious environmental methodology in our direct operations to comply with ISO 9001 (Quality Management System) and 14001 (Environmental Management System) standards, which includes the adoption of a circular approach and reduction and control of carbon emissions related to product manufacturing, transport, and storage, in line with the highest international standards. Every manufacturing site has specific environmental goals for efficient and sustainable management of natural resources.

We seek to support projects that are committed to protecting the environment (including groundwater management, noise control, energy consumption, and waste generation).



General guidelines

Improve the environmental management with the implementation of regenerative projects in all our operations, improving our energy, waste, water and carbon management:

- **Water**
We monitor water consumption in our direct operations and adopt effective solutions to reduce our negative impacts on ecosystems and the surrounding environment. We prioritize wastewater treatment, implementing innovative technologies, and we encourage water reuse (treated rainwater).
- **CO₂ emissions**
We monitor emissions from our direct operations, with

monthly and annual targets created and aligned with the characteristics of each site, and we implement measures to control and reduce these emissions, based on science-based targets Initiatives (SBTi).

- **Energy**
We manage energy with monthly and annual targets in our direct operations, we monitor energy consumption (from fuel to electricity) and adopt continuous improvement practices, always seeking the minimum necessary consumption. Our corporate strategy includes the provision of energy to all direct operations in Latin America with electrical energy

obtained from clean sources, standardizing its origin, aiming to eliminate Scope 2 carbon emissions.

- **Waste**
We have efficient management to control the volume of waste from each of our direct operations. We use an importance matrix, based on the following prioritization: non-generation, reduction, reuse (internal), valorization (external), recycling or composting, co-processing, incineration, and disposal (landfill). We define monthly and annual targets for each site and constantly monitor the waste generated, including its volume and destination,

always seeking to minimize its impacts on the ecosystem.

Integrate biodiversity into our direct operations, to continue generating positive impact, which depends on management, monitoring, and adoption of projects focused on the topic, in and around our factories. Our approach understands the ecosystem surrounding each site through studies of aquatic and terrestrial biota, and management of indicators (water, waste, energy, and carbon) that contribute to environmental conservation and regeneration, together with the implementation of initiatives to maintain and increase biodiversity within and around the sites.



7. COMMUNICATION AND MARKETING

Our communication seeks to enhance value for people, biodiversity, and our businesses. We promote conscious and sustainable consumption, with transparency about economic, social, and environmental information. We engage our network with the causes we defend on channels such as: our websites, social media pages, reports, campaigns, products, and interviews to media outlets.

We are committed to promoting responsible, ethical and respectful communication about people and biodiversity. We must ensure

that any form of publication and disclosure that involves protected areas or traditional peoples and communities and family farmers of our contact recognizes and values their contribution to building our brand (in addition to following clear protocols on the use of images and personality rights).

The guidelines below guide our communication practices involving traditional communities, family farmers, indigenous peoples, and environmental protection areas, and are applicable to any Natura &Co Latin America brand.

General guidelines

Always obtain authorization to use image rights and formal consent from persons who are part of traditional peoples and communities, whether family farmers or living in protected areas, before portraying them in our communications.

Respect the culture, identity, and values of the communities present in our communication materials. We avoid stereotypes and offensive images and maintain constant dialogue with our

members, listening to their concerns and perspectives and adapting our communication accordingly.

Act with transparency, responsibility, and sensitivity in relation to the context and purpose of our communications, ensuring that communities understand how their images will be used. We invest in training and building awareness among our teams and external partners about the importance

of respecting the image rights of traditional peoples and communities and family farmers, promoting understanding of the cultural and social issues involved.

Provide an indication of the origin of traditional knowledge associated with the inputs used in our products, on labels, packaging and in any communication material that publishes information about them.

Share value with

the communities involved, recognizing and properly remunerating the use of cultural heritage and traditional knowledge, when applicable, as agreed in adequate legal and contractual instruments.

Act with legal and ethical compliance, strictly complying with applicable laws and regulations related to the use of image rights of persons from traditional peoples and communities and family farmers and conservation units.

Final considerations

This Biodiversity Policy will be reviewed and updated every five years. It acts as a principle for all divisions of Natura &Co Latin America to evaluate and change their processes, regulations, and guidelines using the opportunities to improve practices for biodiversity valuation, promotion, and management, based on the principles of climate justice and equity, prioritizing traditional peoples and communities, family farmers, and Beauty Consultants.

The implementation and management of this Policy are monitored by the Sustainability Department of Natura &Co Latin America, which must ensure its adoption by other departments of the company and integrate it with more general strategic lines, providing consultative support and guidance. This department must also issue reports that monitor the progress of the implementation of the commitments and practices present in this instrument, aligned with the best market practices for the disclosure of information on biodiversity risks, impacts, and dependencies.

External documents and standards related to this Policy

- United Nations Convention on Biological Diversity (CDB)
- United Nations Declaration on the Rights of Peasants.
- United Nations Declaration on the Rights of Indigenous Peoples.
- United Nations Universal Declaration of Human Rights.
- IUCN (International Union for Conservation of Nature) Red List of Threatened Species.
- United Nations International Covenant on Economic, Social and Cultural Rights.
- The Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization (under the Convention on Biological Diversity).



