

NATURA &CO HOLDING S.A.

Publicly-Held Company of Authorized Capital

CNPJ/ME No. 32.785.497/0001-97

NIRE No. 35300531582

CVM Code No. 02478-3

NOTICE TO THE MARKET

Announcement of the first investment of Fable Investment

Natura &Co Holding S.A. - B3: NTCO3; NYSE: NTCO (“Natura &Co” or “Company” or “Group”), pursuant to the provisions set forth in paragraph 4, article 157 of the Federal Law 6,404/76 and CVM Instruction 358/02, and other applicable provisions, informs its shareholders and the market in general that, Fable Investments (“Fable”), a subsidiary of the Group and a purpose-driven corporate investment vehicle incorporated to support high-growth, differentiated and innovative companies in the beauty and wellness space through minority investments during early stages of their development, concluded its inaugural investment in British perfumer Lyn Harris’s Perfumer H.

Fable's investment objectives are rooted in Natura &Co's ethos and operating principles which underpin the successful family of world-leading brands Avon, Natura, The Body Shop and Aesop. Fable brings together operational, brand, financial and investment expertise, in addition to having access to Natura &Co’s knowledge and proven track-record in successfully scaling premium, niche, purpose-driven brands while honoring their autonomy and unique identity.

About Perfumer H:

Founded in 2015 by British perfumer Lyn Harris in London, who began her career in a fragrance shop in Yorkshire and refined her sense of scent at prestigious fragrance house in Grasse, Robertet, before launching her first brand in 2000. Perfumer H is a manifestation of an uncompromised desire to build a British fragrance house formed around craft and reusability.

Lyn Harris commented: “Our ethos is simply to touch people with the true art of perfume making with no detail spared from the integrity of the materials to the hand-blown vessel that can be refilled. We truly believe that our partnership with Fable will assist the next phase of our journey and help us unlock the full potential of Perfumer H so we can touch more people and retain our important sustainability ethos.”

Director of Fable Investments, and former General Manager of Aesop in Europe, Thomas Buisson commented: “We’re delighted that our first investment is with a founder who epitomizes what we look for in investees. Lyn is an outstanding perfumer, who has put British perfumery firmly on the map. We’re thrilled to work with her as she grows the beautiful, unconventional Perfumer H into a globally-recognized brand.”

São Paulo, May 28, 2021.

Viviane Behar de Castro
Investor Relations Officer