

NATURA &CO HOLDING S.A.

Publicly Held-Company
CNPJ/MF No. 32.785.497/0001-97

NATURA COSMÉTICOS S.A.

Publicly Held-Company
CNPJ/MF No. 71.673.990/0001-77

MATERIAL FACT

Board of Directors authorizes management to explore strategic alternatives for The Body Shop.

NATURA &CO HOLDING S.A. (B3: NTCO3; NYSE: NTCO) and **NATURA COSMÉTICOS S.A.** (together “Natura”), hereby communicates to Natura &Co shareholders and the market in general that Natura &Co Holding S.A.’s Board of Directors recently authorized its management to explore strategic alternatives for The Body Shop, a wholly-owned subsidiary of Natura, which may include a potential sale of this business.

There can be no assurance that this process will result in any transaction. Natura does not intend to comment on or provide updates regarding this matter unless and until it determines that further disclosure is appropriate or required based on the then-current facts and circumstances.

São Paulo, August 28, 2023.

Guilherme Castellan

Chief Financial and Investor Relations Officer
NATURA &CO HOLDING S.A.

João Paulo Brotto Gonçalves Ferreira

Chief Executive and Investor Relations Officer
NATURA COSMÉTICOS S.A.

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