

NATURA &CO HOLDING S.A.

Publicly-Held Company
CNPJ/ME n° 32.785.497/0001-97
NIRE 35.300.531.582

NOTICE TO THE MARKET

Participation in Lives

Natura &Co Holding S.A. (B3: NTCO3, NYSE: NTCO) (“Natura &Co” or “Company”), in attendance to the instructions of Circular Letter 7/2020-CVM/SEP, dated August 26, 2020, communicates to shareholders and the market in general the participation of its executives in live transmission events (“Lives”) as detailed below:

Women’s Empowerment Principles: Foundations for equality in practice

Host: United Nations Global Compact

Executive and position: Roberto Marques – CEO and Executive Chairman of Natura &Co

Date and time: Tuesday, March 16, 2021 – 08:00 AM (EST)

Link: <https://hopin.com/events/target-gender-equality-live?code=nF4Y0MsEpdKcb4w6w5wQuamBR>

Engage, Enable and Collaborate: How Joining Forces for Nature and Empowering Everyone is a Must

Host: Reuters

Executive and position: Marcelo Behar - VP of Sustainability and Global Affairs of Natura &Co

Date and time: Wednesday, March 17, 2021 – 12:00 PM (EST)

Link: https://zoom.us/webinar/register/WN_YerXlq6iTcW5oSm_0Ev_da

B Corps and Natura: Is it good to do good? The company as a force for positive transformation
(event in portuguese)

Host: IBMEC

Executive and position: Denise Hills – Sustainability Director of Natura &Co Latin America

Date and time: Thursday, March 18, 2021 – 06:00 PM (EST)

Link: <https://www.youtube.com/channel/UCxXK2UJPqgXlh9o7fl7--KA>

São Paulo, March 15, 2021.

NATURA &CO HOLDING S.A.

Viviane Behar de Castro
Investor Relations Officer