

NATURA COSMÉTICOS S.A.

CNPJ/MF 71.673.990/0001-77

Publicly-held company

NIRE 35.300.143.183

MATERIAL FACT

Natura Cosméticos S.A. ("Company"), in compliance with the provisions of CVM Ruling 358/2002 and in addition the information disclosed by means of the teleconference held with investors, analysts and the market in general on September 11, 2017, as well as the presentation on the "Closing of The Body Shop acquisition" disclosed on the same date ("Presentation"), hereby announces to its shareholders and the market in general the appointment of Mr. David Boynton as the new CEO of The Body Shop.

Since 2016, Mr. David Boynton has been the CEO of the British men's clothing chain, Charles Tyrwhitt. Previously, Mr. David Boynton has held for ten years several leading positions in the French cosmetics brand L'Occitane.

Mr. David Boynton will take office as The Body Shop's CEO, formerly held by Mr. Jeremy Schwartz, on December 4, 2017.

The Natura Group welcomes Mr. David Boynton and thanks Mr. Jeremy Schwartz for his years at The Body Shop.

São Paulo, September 29, 2017.

NATURA COSMÉTICOS S.A.

JOSÉ ROBERTO LETTIERE

Chief Financial and Investor Relations Officer