



# Certifications & Recognitions

## Certifications



Natura has been a 'B Corporation' for ten years now:

in 2014, Natura became the first publicly held company to be awarded B Corp certification. Today, we are still one of the few companies in the world to score in six Impact Business Models (IBMs): Mitigation of Poverty in the Chain, Land/Wildlife Conservation, Micro-distribution, Employee Development, Reduction of Toxins, and B Statute.

In 2024, we were awarded our fourth certification, receiving special mention in the Community pillar, which evaluates the social impact companies on inclusion, diversity and social justice. There was a 32% rise in the scoring in this pillar compared to 2020, reflecting significant advances in entrepreneurship and economic development. We performed well on the micro-distribution IBM, connected to our actions with the Beauty Consultants, as well as the Amazônia Program and its actions performed in of the development of the socio-biodiversity chains.



CDP Climate

For CDP Climate, Natura maintained a leadership score (A-) and Avon International kept its B rating. In addition, Natura began reporting on Forests and Water, reflecting its commitment to market transparency.



ISE

Natura &Co has been part of the ISE B3 for the 19th consecutive year (including Natura Cosméticos S.A.'s participation prior to 2019).



#### ICO2

Natura &Co has been included in B3's Carbon Efficient Index (ICO2) since its creation in 2010.



#### VCMi

in 2024, we received the Carbon Integrity Platinum Seal, the prestigious recognition awarded by VCMi (Voluntary Carbon Markets Integrity Initiative). The seal refers to 2022 and was awarded in recognition of Natura having fulfilled requirements such as efficient governance, traceability and transparency regarding its carbon credit projects, and appreciating initiatives developed within its value chain.



**Cruelty Free**  
INTERNATIONAL

#### The Leaping Bunny

bestowed by Cruelty Free International, one of the oldest and most respected organizations fighting to eliminate animal testing. The certification attests to Natura's commitment to be free from such testing in all the stages of its product development, which has been in place since 2006. Natura was the first company to receive this certification in Brazil, in September 2018.



**UEBT**  
CERTIFIED

#### Selo UEBT (Union for Ethical BioTrade):

for the sixth consecutive year the certification guarantees that all the vegetable ingredients in Natura's Ekos line product formulations were sourced with respect for people and the environment. Together with the partner agro-extractivist communities, we have established three types of UEBT certification: The ESS (Ethical Sourcing System), that performs due diligence on the network of suppliers; the IMS (Internal Monitoring System), which monitors the ingredients connected to the socio-biodiversity value chain; and Regenerative Practices, which testifies to the positive impact of the farming and extractivist practices in the process of environmental regeneration.

GRI 308-1, 308-2, 413-1

## Selo UEBT *Regenerativo*

in 2024, Natura was awarded the UEBT Regenerative Seal for our Brazil nut chain. This recognition is also awarded by the Union for Ethical BioTrade. The Seal reflects the incentives provided for regenerative methods in the Brazil nut chain since this is an important raw material for the company as part of its socioeconomic journey. The recognition demonstrates an approach that supports the preservation of biodiversity, restoration of the land, carbon sequestering, the efficient use of water, the fair sharing of benefits and safe working conditions for the supplier communities, as well as the contribution to a living wage for the families involved and the guaranteeing of compliance with international and domestic legislation.

# Awards and recognition

Natura & Co Holding - Natura & Co Latin America - Avon International - Folha & Investimentos - Technical references and rules				natura			