



# Crer para Ver

The biggest social products brand  
in Latin America

GRI 3-3, 413-1

We offer the market a line of Natura products called 'Crer para Ver', with all the profits going to educational projects managed by the Natura Institute. The aim is to support the implementation of public policies focused on literacy and on Secondary Education.

**8 million+**

*participants in consultant  
training sessions*

**61%**

*of the Beauty Consultants  
trained in 2024 said they  
were satisfied\**

**382.051**

*consultants trained in Latin  
America\**

\* The data do not include those countries which have not undergone the business integration process

Professional training actions are also developed for the Beauty Consultants. As such, Crer para Ver has established itself as the most extensive network in Latin America investing consistently in education.

The Crer para Ver program has been implemented in Argentina, Brazil, Chile, Colombia, Mexico and Peru. As well as broader access to education, the actions developed have results such as increased income for the consultants, due to their higher level of training, promotion of social wellbeing, and a reduction in gender violence, since it provides women with more autonomy, safety and access to healthcare and public policies regarding protection.

Around 6 million people have been impacted by the Institute's work in Brazil, including public school students and teachers, business leaders, Beauty Consultants and their families. This boost for education is also cyclical, driven by the Consultants themselves, who manage to get closer to the schools and teaching systems in their neighborhoods.

**READ MORE**

about the impact actions of the new Natura Institute in its activities reports [here](#).

