



Decarbonization of the value chain

GRI 3-3

In 2024, we started to include the Avon brand's operations in Latin America in our inventory of GHG emissions. In total, Natura &Co Latin America's emissions saw a slight reduction, reaching 1.26 million tons of CO₂, compared to 1.28 million in 2023.

We launched the Regenerative Alliance, a coalition involving more than 100 suppliers to encourage sustainable practices and innovations in circularity, traceability, human rights, diversity and decarbonization.

The greatest volume of emissions continues to be those in Scope 3, involving the use and end-of-life treatment of the sold products. Our aim is to reduce the emissions in the value chain by 42% by 2030, by increasing our engagement with our suppliers and consumers. And by 2050, we intend to have reduced our direct emissions to zero, (read more in the Regenerate and Prosper chapter).

The approach taken to the value chain is, therefore, essential for our business to be truly regenerative. In this sense, we have continued with initiatives that aim to coordinate solutions together with our suppliers and partners.

Regenerative Alliance

In 2024, we created a groundbreaking coalition composed of suppliers from different segments to advance good sustainability practices. This group, called the 'Regenerative Alliance', involves more than 100 signatories who work with us to explore innovations, projects and new practices related to issues such as circularity, the traceability of raw materials, human rights, diversity and decarbonization in logistics and production.

Biomethane

A biomethane station is in the process of being implemented at our Cajamar factory in Brazil. The biomethane will be produced from the waste disposed of in the city's sanitary landfill in Caieiras. The aim is to allow our partners to fill their vehicles with this type of renewably and sustainably-produced fuel. Internally, we have adapted the boilers at our factory so that they can use the biomethane as a source of energy.

Ethanol

Another initiative developed in 2024 involved a partnership between Natura and Shell, meaning the logistics partners which make final delivery of the products to the Beauty Consultants can opt to use ethanol as fuel for their vehicles. The project offers discounts for those who choose to replace gasoline or diesel with ethanol, thereby contributing to the decarbonization of our transportation chain.

READ ABOUT

our performance in relation to GHG emissions in more detail in the [Latin America Databook](#).