



Natura

Founded in 1969, Natura is the leading brand in cosmetics, personal care, and direct sales in Brazil. Recognized for its sustainable business model, the company has worked in the Amazon Rainforest for more than 20 years, helping to conserve 2.2 million hectares and generating benefits for more than 10,500 families.



Having been carbon neutral since 2007, and well on the way towards being Net Zero, Natura creates products that are free from cruelty to animals and 95% vegan. Millions of Beauty Consultants spread the philosophy of Well-Being-Well across seven countries in Latin America. In 2024, we celebrated our 10th anniversary as a certified B Corp. The Ekos line is certified by the Union for Ethical BioTrade (UEBT), and Natura's Brazil nut line received the Regenerative UEBT certification in 2024.

FIND OUT MORE

at natura.com.br.



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Alta perfumaria

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Ekos Rios, Ryo Vivo e Ryo Chuva

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Bothânica

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Tododia para cabelo

Main *launches*