

Natura Institute

GRI 2-29, 203-1, 203-2, 413-1

In 2024, we integrated the operations of the Natura and Avon institutes with the Avon Foundation throughout Latin America. The combination of the management and governance of the entities contributes to the efforts and potential offered by each within a single structure, which is able to promote the causes that much more and increase the reach of the initiatives and actions. As such, we have been able to create one of the biggest private social investment organizations in Latin America.



This initiative, aimed at expanding the reach of our positive impacts, follows the same strategy used by the company to manage the Wave Two project, which combines the two businesses, reinforcing and consolidating the brands even more throughout Latin America.

Within this context, since June 2024, the Natura Institute has been advancing the causes of education and rights, areas which the Institute has historically focused on, and combining them with the health and quality of life of women, including tackling breast cancer and gender violence, these being the main activities of the Institute and Avon Foundation in Brazil, Chile, Colombia, Mexico and Peru. In Argentina, the two organizations will remain separate, but they will be jointly managed. The other eight countries, which previously were served solely by the Avon Institute, will continue to receive social investment from the Natura and Avon brands, but will also receive technical support from the Natura Institute. These are: El Salvador, Ecuador, Guatemala, Honduras, Nicaragua, Panama, Dominican Republic and Uruguay.

In 2024, the funds invested in promoting women's healthcare and tackling gender violence, including donations made to NGOs, and on campaigns and direct actions, amounted to a total of BRL 17.4 million in Latin America as a whole, of which BRL12.8 million was invested in Brazil and the rest distributed across the other countries in the region.

The impacts of these initiatives include the provision of breast cancer detection services to 73,340 women and treatment for 9,569 women, with 672 Beauty Consultants and leaders receiving assistance. As part of our efforts to fight gender violence, 1,168 women received shelter and 183 consultants received support.

The awareness-raising campaigns focused on breast cancer involved 352,476 consultants, and the one addressing violence against women involved 381,803, with a total of 9.79 million women being engaged in awareness-raising initiatives concerning breast cancer and 5.2 million regarding gender violence.

In addition to this, 190 healthcare professionals were trained in methods aimed at detecting and treating breast cancer, and 1,182 legal and social services professionals received training on how to handle cases of violence against women.

R\$17.4 million *invested in Latin America in campaigns and actions for the promotion of women's health and tackling gender violence*