

# Research & Development

We have a multi-disciplinary R&D team, made up of specialist researchers with an extensive understanding of matters including biodiversity, and skin, hair, and microbiota science, and data scientists and professionals focused on the development of new methodologies, formulas and packaging, using advanced, world-class scientific techniques.

*In 2024, Natura registered 15 patents and 10 industrial designs with the International Patent System (PCT).*

Em 2024, apresentamos e fomos reconhecidos com um trabalho classificado no "TOP 10 applied research papers" do Congresso Internacional da IFSCC, que reúne os maiores atores da cosmética científica global.

In 2024, we presented and were recognized for the project classified as one of the "Top 10 applied research papers" by the IFSCC International Congress, which brings together the biggest global players in cosmetics science. These employees work to create new technologies and high-performance products based upon the concept of regeneration, with proven humane and environmental security.

We use machine learning, big data and artificial intelligence to optimize the processing of information in R&D. Aligned with our strategy, we have expanded the use of AI and data to accelerate our technical decisions and make them more assertive. In 2024, we leveraged analysis flow in omic technologies, involving structured data bases and artificial intelligence computational models to assess the vocations and cosmetic benefits of the proprietary bio-ingredients.

This work is performed as a means of reaching different profiles of the public and studying the different types of hair and skin tones, with encouragement for diversity and inclusion in the development of products. We consider generational, ethnic, cultural and socioeconomic aspects. This practice has also influenced our partners network, by including more diverse publics in the testing panels. By doing so, we are ensuring that the performance of the products is proven and the sensory, wellbeing and effectiveness benefits are suitable for a wide range of social groups.

Our research work also employs methods which dispense with the use of testing on animals. For Natura, this is both a directive and a strategic choice. We employ a technological platform based on data science to move forward with regard to integrated approaches that are capable of supplying the highest possible volume of information for safety assessments of proprietary raw materials.

Continuing with this logic, in 2024, we implemented Artificial Intelligence models to forecast security guidelines on natural ingredients. We hold the "Leaping Bunny" seal for both our brands as part of our commitment to not perform product or ingredients testing on animals - Avon, specifically, was awarded this honor globally in 2024.

We also prioritize the use of vegan ingredients in our products. Currently, the only non-vegan ingredient still present in the Natura portfolio is beeswax, used mainly in make-up, but even this is gradually being substituted. In 2024, we managed to ensure that 97.2% of the Natura portfolio was vegan.

## Safety of our products

GRI 416-1

The commitment to safety can be found in all the stages of product development, in rigorous compliance with the applicable domestic and international legislation. Furthermore, to ensure transparency and technical accuracy, Natura has adopted global benchmarks to monitor the ingredients used.

Natura evaluates all of the 11 products and services categories regarding the impacts on the health and safety of the consumers, ensuring that all the items sold are rigorously analyzed and improvements constantly implemented. These evaluations ensure that the



### *Kaiak Sonar:* **multi-sensory innovation**

A new idea, a new technology, and a new form of communication. Innovation forms an integral part of the entire Kaiak Sonar Research and Development process. The men's and women's versions of the fragrance have been developed using the VibraScent technology, created by Natura, which interprets the sounds and colors of the sea, recorded during the Schurmann family's *Voz dos Oceanos* expedition, in the form of a fragrance. The idea was to find ingredients that vibrate at the same frequency as the waves, sea animals, and the wind in the sails.

The 2024 launch involved the creation of *Espelho d'Água*, a song composed by Russo Passapusso, sung by Josyara, and produced by BaianaSystem. The song also reflects these vibrations, transforming the entire R&D and dissemination process into an innovative kinesthetic project.



*Far Away:*  
**AI working with perfumes**

In 2024, Avon relaunched the Far Away line of perfumes, the brand's best-selling product. The campaign involved images that uniquely interpret the fragrances, incorporating AI-generated movement and textures.

The aim was to present the feelings experienced when smelling each Far Away fragrance. An artificial intelligence tool was provided with the observations of the influencer Rica de Marré, who described her feelings when trying the five different versions of the product. The tool created a visual and sensory immersion as an innovative way of experiencing perfumes.

*Studies for development of  
the line were performed on  
more than **120 skin shades**.*



### *Tododia Jambo Rosa e Flor de Caju:* **innovation with diversity**

One of our launches in 2024 is an example of the view we take regarding diversity as well as the new approach taken to innovation at Natura. The new body care line '*Tododia Jambo Rosa e Flor de Caju*', is the result of a R&D project that involved the survey of more than two thousand women and tests on more than 120 skin tone variations, all of which was performed over a period of approximately six months.

We took a psycho-social approach which ensured the wellbeing of the Black woman. A survey was developed to map habits and behavior, which highlighted the specific needs of this group. The project provided indicators and ideas for the creation of a range of products that includes nourishing exfoliants, ultra nourishing body crème-oil, tone-evening butter, body cream and body brightening gel.

For the following stages, in preparation for presentation of the line to the market, Natura hired the 'Indique uma Preta' consulting firm to develop a campaign centered on race. We also established a partnership with the Black Influence agency, to provide support for the launch planning.