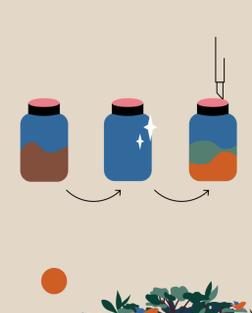


What is a circular economy?

Unlike the linear - "take, make, waste" - economy, a circular economy is based on the three principles of designing out waste and pollution, keeping products and materials in use for as long as possible, and regenerating natural systems.

It is designed to benefit businesses, society, and the environment.

1



Eliminate waste and pollution.

We need to consider waste and pollution as design flaws rather than inevitable by-products of the things we make.

2



Keep products and materials in use.

We can design products to be reused, repaired, or remanufactured. With food and packaging we should keep them in circulation, so they don't end up in landfill.

3



Regenerate natural systems.

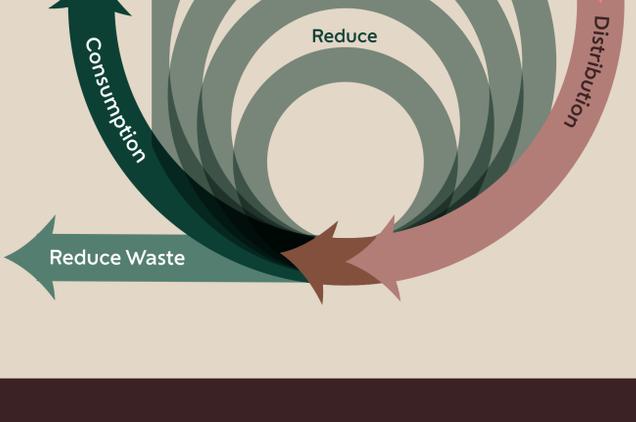
There's no concept of waste in nature. Everything is food for something else - a leaf that falls from the tree feeds the forest.

Nearly half of the emissions that cause climate change come from how we make and use products and produce food.¹

45%

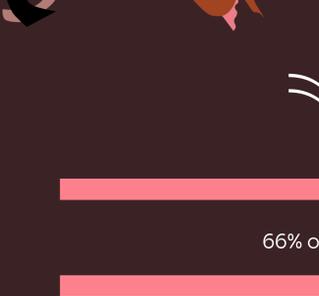
The circular economy gives us the tools to tackle climate change and biodiversity loss together.

Circularity and sustainable consumption and production are essential to delivering the Paris Agreement.



Regeneration

Nature is at a tipping point:

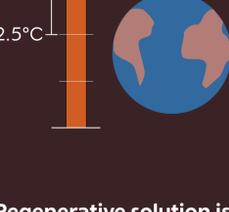


more than 1 million species are threatened by extinction;

75% of the world's land

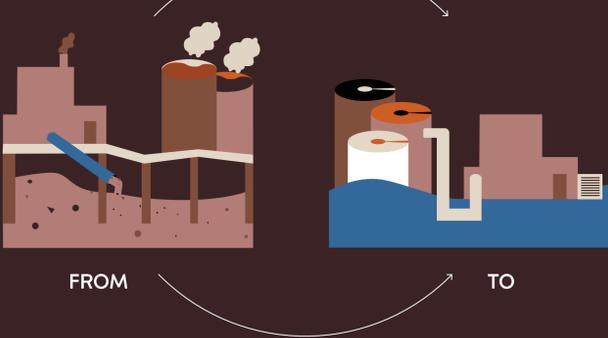
66% of the marine environment

is significantly changed by humans;



global temperatures are on track to rise between 2.5 to 4°C before the end of the century unless we take dramatic action.²

A Regenerative solution is one that capture more carbon than it emits, conserves and restores biodiversity and ecosystems and generates quality of life through means that are just and inclusive for all.



What is Natura &Co doing to embrace circularity and regeneration?

In 2020, Natura &Co launched its sustainability vision for 2030 called **Commitment to Life**, an ambitious plan to address some of the world's most urgent and pressing challenges:

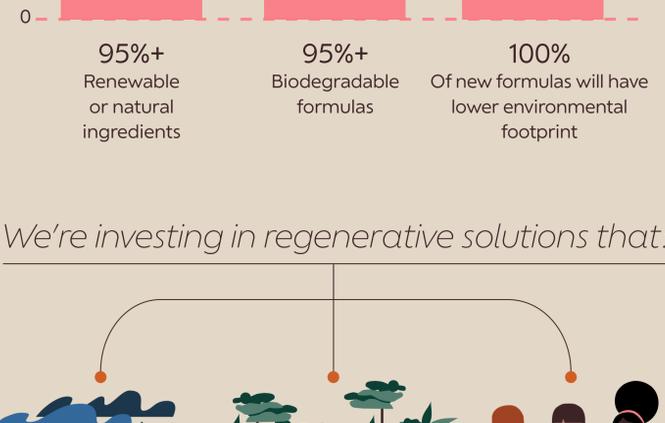


Circularity goals

- 20% (or more) less packaging material (in weight).
- 50% of all plastic used to be of recycled content (in weight).
- 100% of all packaging material: Reusable or Recyclable or Compostable.
- Offset through "collection and reuse" programs to reach 100% responsible disposal where recycling infrastructure not available.

Plastic packaging pollution is a clear example of how the waste and disposability inherent in today's economy fuel climate change and destroy biodiversity.

Formula circularity goals



We're investing in regenerative solutions that:

- Capture more carbon than they emit.
- Conserve and restore biodiversity and ecosystems e.g. Palm agroforestry system
- Generate quality of life through means that are just and inclusive for all.

We are committed to:

- Investing US\$ 100 million (or more) in developing regenerative solutions, e.g. Biotechnology such as to ingredients, plastics, etc.
- Regenerative agriculture in deforested areas to reduce use of chemicals and create alternatives to monocultures.
- Creating of revenue streams (new ingredients) that are more economically attractive than deforestation.

Natura &Co is a signatory to The Ellen MacArthur Foundation's New Plastics Economy Global Commitment, united with 1,000 organizations across the plastic packaging value chain to accelerate progress towards a circular economy.

Learn More:

- ellenmacarthurfoundation.org
- See naturaeco.com/sustainability-vision-2030 for more information about our Commitment to Life: 2030 Sustainability Vision
- See our films at waterbear.com/partner/natura-co
- Want to know more about COP26 and what to expect visit ukcop26.org
- Visit plenamata.eco to learn more about the rate of deforestation and what we can all do to help halt the devastation it causes.

¹ - Ellen MacArthur Foundation, Completing the Picture: How the Circular Economy Tackles Climate Change, September 2019
² - (courtesy of IPCC's 2021 report)