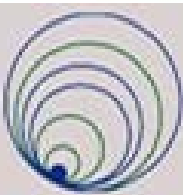


**Ekos: perfume essences
produce sustainable
development**



Growing Inclusive Markets
Business Works for Development • Development Works for Business

Cláudio Bruzzi Boechat
Fundação Dom Cabral
Brazil



The Creed

“Our Reason-for-Being is to create and sell products and services that promote well-being/being well.

Well-being is the harmonious, pleasant relationship of a person with oneself, with one’s body.

Being well is the empathetic, successful, and gratifying relationship of a person with others, with nature and with the whole.”





Business Strategies

🏛️ International brand, identified with a strong set of corporate values and behavior, as well as quality products.



🏛️ Strategic pillars:

- Commitment to sustainability
- Quality of stakeholder relations
- Concept and product development
- Natura's brand strength, which all represent its essence

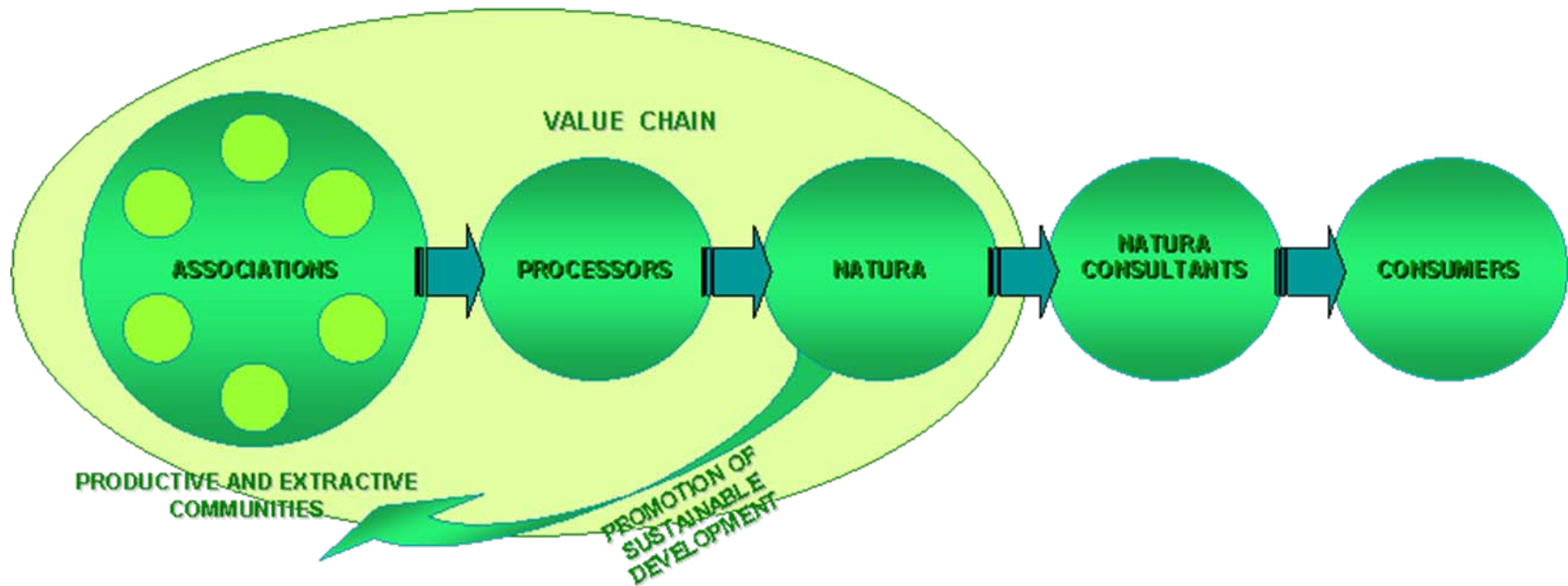
Natura Ekos

- Launched in 2000
- Based on the sustainable use of materials from the Brazilian biodiversity
- The first line to centre on the use of natural ingredients used by traditional communities
- Ingredients extracted from forests, fields and savannahs
- Key objectives:
 - to preserve and disseminate cultural heritage
 - to raise awareness in each customer of the Brazilian wealth of biodiversity
 - economic, social and environmental management systems in its commercial relationships with local communities (the suppliers) with the support of nongovernmental organizations

Ekos Line Business Practices

- Natura's Active Ingredient Certification Program:
 - rigorous social and environmental standards
 - certification strategy
 - identification of areas for potential suppliers
 - certification inspections
 - fifteen ingredients were certified through this program by 2006
- Encouragement of the formalization of associations and cooperatives in the supplier communities, enabling access to commercial opportunities

Ekos Line Open Value Chain



Ekos Line: Priprioca



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The State of Pará



GDP (2004)	R\$ 34,2 billion
Per capita GDP (2004)	R\$ 4,992
Annual GDP growth (2004)	6.6%
Total population (2004)	6,695,940 people
Poor population (2004)	1,140,000 people
Rural poverty (2000)	58%
Urban poverty (2000)	38%
GINI index (2004)	0.70



Mercado Ver-o-Peso
Benefit Share

Features in Priprioca Communities

- Transparency
- Dependency and sustainable development
- Management practices
- Planting techniques
- Government relations
- Benefit sharing
- The Influence of Women