

**Fernando Allegretti**

**Natura ABS Case Study (Abstract)**

Natura is a Brazilian company whose technological platform is based on the use of Brazil's biodiverse components and on the combination of traditional knowledge and science and technology.

A leader in the domestic cosmetics market, fragrances and personal hygiene with 23% of the market share, five thousand employees and net revenues of US\$1,27 billion in 2006, the company is aware of its innovative role in production and in partner relationships.

Natura is a pioneer in partnerships with local and traditional communities in the Amazon and Atlantic Forest of Brazil, with which it has signed contracts following the guidelines of the CBD, i.e., for access and benefits-sharing for the use of biodiverse components and for the knowledge associated with them. Presently Natura works with 19 communities, were 18 area located in Brazil and one in Ecuador.

The company established a model of responsible socio-environmental management, based on the ethical and transparent relationship with the publics with which it interacts, and on setting corporate goals that are compatible with sustainable development.