

Brands makeover Brazilian cosmetics group Natura to breathe life into UK's Body Shop

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Brazil's Natura Cosméticos wants to double earnings at The Body Shop, the UK-based retailer it acquired last year, as part of a wider global push to expand its sustainable and ethically orientated brands globally.

The South American cosmetics group will today unveil a new corporate brand, Natura & Co, to pull together its businesses, including The Body Shop as well as Australia's Aesop.

Natura acquired the UK chain from France's L'Oréal. Roberto Marques, the new executive chairman oversee-

ing the brands, said the focus would now be "not building a holding company" but rather "a thin, leaner corporate organisation" to drive sales.

"We feel there are a couple of things we want to prioritise. The first is this whole idea of rejuvenating the brand and make sure the brand becomes, really, its own activist voice. The second one is the retail operation: how we can make it even more optimised, work even better," said Mr Marques.

The Body Shop had struggled amid competition from other brands offering products based on natural ingredi-

ents, said Mr Marques, a Natura board member and former executive at Johnson & Johnson and Mondelez.

Natura was founded in São Paulo in 1969 by Luiz Seabra, and ranks as the 28th most valuable cosmetics brand, according to Brand Finance. It finds many of its raw materials from the Amazon, working with scientists, farmers and indigenous peoples.

"One of the reasons for bringing in The Body Shop, as well as acquiring Aesop, was to create a more global footprint for Natura as a group, while also creating the possibility for Natura to expand globally with the aspiration of getting into 60 markets," he added.





Natura bought The Body Shop in order to expand globally and target up to 60 markets