

Arthur W. Page

ARTHUR W. PAGE SOCIETY

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São Paulo, July 14, 2009

Ms. Maril Mac Donald
President
Mr. Thomas P. Nicholson
Executive Director

Dear Maril and Thomas,

I am honored by your invitation to become a member of the prestigious Arthur W. Page Society. In the name of Natura Cosméticos, the company in which I occupy the position of Senior Executive of Communications, Public Relations and Government Affairs, I feel it would be a very stimulating challenge to participate in the Society.

Looking back on my professional experience of almost 20 years in the area of communications and public relations, I hope to contribute to the development of these disciplines in the discussion forums promoted by the institution. Also, I am very happy to have the opportunity to share my contribution to the history of success of Natura, the company in which I have worked for almost ten years. Currently, Natura is an important reference point in the world market for cosmetics, personal hygiene and perfumes, thanks to its major commitment to transparency and to quality in its relationships with all its publics. In the last week, dear Maril and Thomas, the company was recognized by Exame magazine, the largest and most prestigious business publication in the country, as the best company in the consumer goods sector for the seventh year in a row and the best Brazilian company among all sectors.

In the same way, I am very enthusiastic and appreciative of the opportunity to learn from the experiences of the other colleagues of the Arthur W. Page Society that, I am sure, will help to make me a better executive.

Finally, as Chairman of the Board of the Brazilian Association of Business Communications, I will have the mission of disseminating Brazilian experiences with corporate communication and public relations among our colleagues and, in parallel, getting to know the best practices of other countries and disseminate them in Brazil.

Count on my enthusiasm to support the initiatives that contribute to the Arthur W. Page Society continuing to be a world-wide reference among corporate communications and public relations professionals.

Cordially,

Rodolfo Witizig Guttilla
Director of Corporate Affairs
and Government Relations

cc: Angela A. Buonocore, Committee Chair
Roger Bolton, Sponsor
Maria Russel, Sponsor