

Wella Company to Acquire Briogeo

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Simpson Thacher is representing Wella Company in connection with its definitive agreement to acquire Briogeo, one of the fastest growing hair care brands in the world and one of the largest independent Black-owned brands in the United States. Financial terms were not disclosed. The acquisition is subject to regulatory approval and the satisfaction of other customary closing conditions.

Founded in 2013, Briogeo has revolutionized clean and natural hair care, offering effective products and solutions for every hair type, hair texture, hair need, ethnicity, background and person. All Briogeo products are formulated 6-free™ (NO harsh sulfates, silicones, parabens, phthalates, artificial dyes and DEA) and are naturally derived with the brand's proprietary NOVA Complex®, a blend of natural oils, vitamins and antioxidants.

Wella Company is one of the world's leading beauty companies, comprised of a family of iconic brands including Wella Professionals, ghd, O·P·I, Nioxin, Sebastian Professional and Clairol.

The Simpson Thacher team includes Marni Lerner, Johanna Mayer and Sydney Mark (M&A); Marcy Geller and William Smolinski (Tax); Tristan Brown and Megan Arrowsmith (Executive Compensation & Employee Benefits); Steven DeLott (Insurance); Peter Guryan and Jamie Logie (Antitrust); and Clare Gaskell and Jenny Leung (M&A – UK).

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