

Personal care: 5 notable private equity deals as brands build relationships with consumers

Advent, RoundTable and Gemspring are among the PE firms gaining traction in this space.

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One of the most attractive and recession-resilient subsectors for private equity investors is the personal care industry. This includes skin care products and hair products. Since *PE Hub's* [last roundup of private equity deals in skin care](#), investor appetite in personal care has remained robust. Whether it's [Advent](#) inking a deal to pick up body care brand Salt & Stone or [Main Post](#) selling haircare brand Not Your Mother's to Henkel, private equity continues to bet heavily on this space.

“What makes personal care so compelling to us is that it is a category where great brands can build deep, lasting relationships with consumers with their daily routines,” David Paresky, a director at Advent, told *PE Hub*. “In our experience, the strongest businesses tend to combine high-quality products that deliver distinct brands that make emotional connections with consumers alongside their efficacy, and clear whitespace for growth, whether through new product innovation, international expansion or enhanced omnichannel distribution.”

Starting with the most recent, here are five notable deals in the segment.

1. Advent to acquire Salt & Stone

Spring got off to an auspicious start in late March when Advent announced it had [inked an agreement to snap up Salt & Stone](#), a Los Angeles-based body care brand, for an undisclosed sum.

Previous backer Humble Growth, which injected capital into the company in 2024, will exit its investment.

Salt & Stone was founded in 2017 by former professional snowboarder Nima Jalali.

The transaction is expected to close in April.

2. Main Post to sell Not Your Mother's to Henkel

Main Post Partners in early March said it [was selling DeMert Brands](#), the parent company of haircare brand Not Your Mother's, based in Tampa, Florida. The buyer was Henkel, a chemical and consumer goods company headquartered in Düsseldorf, Germany.

Main Post had reaped considerable benefits from this investment by scaling the business into the largest independently owned mass haircare brand, according to a statement.

“Since partnering in 2019, we are proud of what we’ve accomplished,” said Sean Honey, managing partner at Main Post. “The brand has built strong momentum by staying focused on product performance and innovation and deepening its longstanding retail partnerships.”

NYM was launched in 2010 by Rocky and Bethany Pagliarulo.

3. RoundTable backs Colorescience

Early February dealmaking in this segment kicked off with [RoundTable Healthcare Partners](#) making [an investment in Colorescience](#), a skincare and sun protection brand based in Carlsbad, California. The seller was a 1315 Capital-led shareholder group.

The company's products are used by dermatologists, plastic surgeons, aestheticians and medical spas.

Summing up the company's appeal, Tim Connors, managing partner of RoundTable and chairman of Colorescience's board, said it had built "a compelling platform defined by strong consumer advocacy and a differentiated product portfolio anchored by a commitment to science and innovation."

4. Avista-backed WellSpring Consumer Healthcare acquires DerMend

In mid-January, [Avista Healthcare Partners](#) portfolio company WellSpring Consumer Healthcare [said it was scooping up skin care brand DerMend](#), which provides topical creams for aging, fragile or bruised skin.

The seller was Ferndale Pharma Group, a pharmaceutical company based in Ferndale, Michigan.

Also included in the acquisition was RectiCare, which provides relief for hemorrhoids.

Based in Sarasota, Florida, WellSpring is a provider of OTC and personal care solutions.

The acquisition of the Ferndale brands represents WellSpring's third add-on acquisition since Avista's initial investment in August 2022.

On the deal, WellSpring CEO Chris Brown said it strengthened WellSpring's portfolio while aligning "with our commitment to deliver high-quality products that meet consumers' evolving health and wellness needs."

5. Gemspring-backed Bradford acquires Solo Labs

And, in September, [Gemspring Capital](#) portfolio company Bradford [picked up Solo Labs](#), a maker of liquid and aerosol personal care products based in Broadview, Illinois.

Bradford is a Rhode Island-based manufacturer of solid personal care products.

On the deal, Kristin Steen, a managing director at Gemspring Capital, said in a statement, "Bringing together Bradford and Solo Labs is transformational. It expands the combined company's capabilities and

product offerings, while preserving the service excellence and talent of both organizations, providing a strong foundation for long-term growth and success.”

Solo Labs was founded in 1927.

Given the constant supply and demand in this consumer-friendly space, coupled with its evergreen appeal to PE investors, *PE Hub* expects a steady stream of deals to come throughout the year.