

Proskauer Represents Church & Dwight in Agreement to Acquire Flawless and Finishing Touch Brands

March 28, 2019

March 28, 2019 (New York) – International law firm Proskauer represented client Church & Dwight Co., Inc. (NYSE: CHD) in its entry into a definitive agreement with Ideavillage Products Corporation to acquire the Flawless and Finishing Touch brands of hair removal products, the market leader in women’s electric hair removal products, for approximately \$475 million plus an additional earn-out payment of up to \$425 million.

Church & Dwight is a market leader in the household consumer products and personal care industry. The transaction is expected to close in the second quarter of 2019, subject to customary closing conditions, including the termination of the waiting period under the Hart-Scott-Rodino Antitrust Improvements Act of 1976.

The Proskauer team was led by partner Ron Papa and included associates Jennifer Wong and Stephanie Kapinos (M&A); partner Daryn Grossman, special trademark counsel Maya Tarr and associate Tiffany Quach (Intellectual Property); partner Amanda Nussbaum and associate Martine Agatston (Tax); partner Andrea Rattner, special counsel Kate Napalkova and associate Kaitlin Hulbert (Employee Benefits); partner Baldo Vinti and associates Jason Colangelo and Dan Werb (Litigation); and senior counsel John Ingrassia (Antitrust).

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