

Proskauer Represents Church & Dwight in their Acquisition of Zicam Brand for \$530 Million

December 1, 2020

New York, December 1, 2020 – Proskauer, a leading international law firm, announced today that it represented Church & Dwight Co., Inc. (NYSE:CHD) in connection with its acquisition of Matrixx Initiatives, Inc., the owner of the ZICAM™ brand, for \$530 million. Zicam is the #1 zinc supplement in the United States in the VMS (vitamins, minerals, and supplements) cough/cold shortening category.

Founded in 1846, Church & Dwight is a leader in household consumer and personal care products with brands including ARM & HAMMER®, TROJAN®, OXICLEAN®, SPINBRUSH®, FIRST RESPONSE®, NAIR®, ORAJEL®, XTRA®, L'IL CRITTERS® and VITAFUSION®, BATISTE®, WATERPIK®, and FLAWLESS®.

This acquisition adds the 13th power brand to Church & Dwight's portfolio, and brings to them the leading brand within zinc supplements, one of the fastest-growing sub-segments of the VMS category.

The Proskauer team included partners Simon Sharpe and Ronald Papa and associates Lukas Mansour, Neel Sheth and Seok Whee (Jason) Nam (M&A); partner Baldassare Vinti and associates Jason Colangelo, Christine Espino and Anisha Shenai-Khatkhate (Litigation); partner Amanda Nussbaum and associates Janicelynn Park and Christine Younger (Tax); managing partner Daryn Grossman, special trademark counsel Maya Tarr and associate Kevin Milewski (Intellectual Property); partner Andrea Rattner and associates Oleg Zakatov and Shannon Smith (Employee Benefits); partner Ryan Blaney (Privacy & Cybersecurity); partner Andrew Bettwy and associate Ryan Harris (Finance); senior counsel John Ingrassia (Antitrust); and senior counsel Gail Port (Environmental).

Proskauer's M&A practice stands alone among its peers in the legal industry, with an unmatched combination of deep sector knowledge and transactional strength. We are consistently recognized as among the best by leading business and legal publications, including Chambers and The Legal 500. With a transactional presence in the United States, Europe, Asia and Latin America, we have a deep understanding of the structuring, cultural and procedural issues that are often at the center of complex cross-border transactions. We provide strategic, disciplined and commercial advice geared towards achieving our clients' goals in an efficient and practical manner.

[Related Professionals](#)

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