

Proskauer Advises Church & Dwight on \$700 million Acquisition of Touchland

May 12, 2025

NEW YORK, May 12, 2025 - Proskauer, a leading international law firm, announced today that it advised Church & Dwight Co., Inc. (NYSE:CHD) on its agreement to acquire the Touchland® brand for \$700 million at closing, consisting of cash and Church & Dwight restricted stock units, and an earnout of up to \$180 million contingent on the achievement of 2025 sales targets for a total purchase price of up to \$880 million.

Touchland is the fastest growing brand in the hand sanitizer category in the United States and is the #2 hand sanitizer in the category. Touchland's net sales for the trailing twelve months through March 31st, 2025 were approximately \$130 million. The transaction, which is subject to customary closing conditions, is expected to close in the second quarter.

The acquisition is the latest addition to Church & Dwight's wide range of personal care, household and specialty products, which include brand names such as ARM & HAMMER®, TROJAN®, OXICLEAN®, SPINBRUSH®, FIRST RESPONSE®, NAIR®, ORAJEL®, XTRA®, L'IL CRITTERS®, VITAFUSION®, BATISTE®, WATERPIK®, ZICAM®, THERABREATH® and HERO®.

Church & Dwight's press release announcing the transaction can be found [here](#).

The Proskauer team advising Church & Dwight included partner [Simon Sharpe](#) and associates [Lauren Kim](#), [Nathaniel Liebes](#) and [David Duncan](#) (M&A); partner [John Ingrassia](#) and associate [Shannon McGowan](#) (Antitrust); partner [Louis Rambo](#) (Capital Markets); partner [Andrea Rattner](#) and associates [Erik Hays](#) and [Giulia La Scala](#) (EBEC); partner [Aliza Cinamon](#) (Environmental); partner [Baldassare Vinti](#), senior counsel [Jennifer Yang](#) and associates [Alan Teran](#) and [Isaiah Anderson](#) (Litigation); partner [Nathan Lander](#) (Insurance); partner [Daryn Grossman](#) and associates [Jordan Horowitz](#) and [Caroline Rimmer](#) (Intellectual Property); partner [Laura Goldsmith](#) and associate [Anna Chan](#) (Privacy & Cybersecurity); and partner [Amanda Nussbaum](#) and associate [Bowon Koh](#) (Tax).

About Proskauer

The world's leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are known for our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Our premier M&A practice is distinguished by the combination of our transactional strength and deep sector knowledge. We are a destination firm for large-cap and middle-market deals with extensive expertise in the structural, cultural and procedural issues that are often at the center of complex, cross-border transactions. From London to New York, Paris to Los Angeles and across the globe, organizations turn to our lawyers for their most significant and transformative transactions. Our multi-disciplinary team offers actionable insights, sophisticated strategies and creative solutions that drive commercial success for our clients.

Related Professionals

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