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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