Proskauer

Proskauer Advises Church & Dwight on Sale of VitaFusion and L'il Critters Brands

December 10, 2025

NEW YORK, December 10, 2025 – Proskauer announced today that it advised Church & Dwight Co., Inc. (NYSE:CHD) in connection with the strategic review of the company's vitamin, minerals and supplement (VMS) business and definitive agreement to sell the VitaFusion® and L'il Critters® brands to Piping Rock Health Products, Inc. The transaction includes the VitaFusion and L'il Critters brands, relevant trademarks and licenses, and the company's manufacturing and distribution facilities in Vancouver and Ridgefield, Washington. The transaction, which is subject to customary closing conditions, is expected to close before the end of this year.

Church & Dwight, founded in 1846, manufactures and markets a wide range of personal care, household, and specialty products under recognized brand names such as ARM & HAMMER®, TROJAN®, OXICLEAN®, SPINBRUSH®, FIRST RESPONSE®, NAIR®, ORAJEL®, XTRA®, BATISTE®, WATERPIK®, ZICAM®, THERABREATH®, HERO® and TOUCHLAND®.

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, Lauren Altus and Kathie Duperval (M&A); partner John Ingrassia and associate Brandon McCoy (Antitrust); partner Andrea Rattner and associate Erik Hays (Compensation & Benefits); partner Aliza Cinamon (Environmental); partner Andrew Bettwy (Finance); partners Baldassare Vinti and Jennifer Yang and special litigation counsel Matthew Morris (Litigation & Advertising); partner Daryn Grossman and associate Jay Frankel (Intellectual Property); partner Laura Goldsmith and associate Anna Chan (Privacy & Cybersecurity); senior counsel Erin Harper and associate Michael Abramson (Real Estate); and partner Amanda Nussbaum and senior counsel 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 highly regarded for our expertise combined with 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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