Proskauer

Proskauer Advises Church & Dwight on $325 Million Acquisition of Miss Mouth's Messy Eater Brand

May 29, 2026

NEW YORK, May 29, 2026 – Proskauer advised Church & Dwight Co., Inc. (NYSE: CHD) on the acquisition of the Miss Mouth's Messy Eater® brand for approximately $325 million.

Miss Mouth's has gained a following among customers in need of fast-acting, non-toxic, on-the-spot stain removal across multiple surfaces. The brand has become the #1 stain remover brand on Amazon, and has recently expanded to multiple US retailers. Miss Mouth's net sales and EBITDA for the twelve months through December 31, 2025 were approximately $80 million and $28 million. The transaction aligns with Church & Dwight's acquisition strategy that focuses on #1 or #2 brands in a proven category with strong margins, that are asset-light and that can take advantage of Church & Dwight's global sales, distribution, innovation and operations platforms.

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®, 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 on the transaction included partner Simon Sharpe and associates Lauren Kim, John Sedarous and Taylor Grant (M&A); partners John Ingrassia and Chris Ondeck and associates Amara Conteh, Rucha Desai and Brandon McCoy (Antitrust); partner Andrea Rattner and associate Alyssa Swanstrom (Compensation & Benefits); partners Baldo Vinti and Jennifer Yang and associate Jana Ruthberg (Litigation & Advertising); partner Nathan Lander (Insurance); partner Laura Goldsmith and associates Anna Chan and Jiyoon Kim (Intellectual Property; Privacy & Cybersecurity); 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 900+ 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.

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