

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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