Proskauer

Proskauer Advises Church & Dwight on Strategic Investment in BALI CURLS and BALI GENTS

November 16, 2026

NEW YORK, November 16, 2026 – Proskauer advised Church & Dwight Co., Inc. (NYSE: CHD) on its definitive agreement to acquire 45% of the shares of BALI Treatment GmbH for approximately $225 million. The company is the rapidly growing European hair care and styling business behind the BALI CURLS and BALI GENTS brands.

Under the agreement, Church & Dwight will have the option to acquire the remaining 55% of BALI Treatment's shares beginning two years after closing. The transaction is expected to close in the first quarter of 2027, subject to customary closing conditions and regulatory clearance.

The transaction supports Church & Dwight's strategy to accelerate international growth through leading consumer brands, using its global capabilities to expand the brand's reach. 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, Touchland, and Miss Mouth's.

Read Church & Dwight's press release announcing the strategic investment.

The Proskauer team advising Church & Dwight included partner Simon Sharpe and associate Robert Chiu (M&A), partner Andrea Rattner (Compensation & Benefits), and partners Amanda Nussbaum and Adam Blakemore (Tax).

About Proskauer

Proskauer is an elite global law firm with more than 900 lawyers in key financial centers in the United States, Europe, South America, and Asia. Our clients include many of the world's leading businesses, including asset managers, banks, listed corporations, and private companies. We have deep expertise in several of the fastest-growing and dynamic segments of the market, including sports, technology, life sciences, and health care. We represent hundreds of asset managers across a wide spectrum of sectors and strategies, including private equity, private credit, hedge, real assets, secondaries, and capital solutions.

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 multidisciplinary team offers actionable insights, sophisticated strategies, and creative solutions that drive commercial success for our clients.

Related Professionals

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