



Shiseido snaps up Laura Mercier; buys Gurwitch Products from Alticor

Shiseido

Americas has announced that it has signed a definitive agreement with Alticor to acquire its wholly owned subsidiary Gurwitch Products for an undisclosed sum.

Under the terms of the agreement, Shiseido Americas will acquire 100

percent of the membership interests in Gurwitch, including its portfolio of prestige brands, such as color cosmetics specialist Laura Mercier and skin care line RéVive.

“We are thrilled to welcome Laura Mercier and RéVive to the Shiseido family. Both brands have unique viewpoints,

fast-growing and loyal customer bases, and the same focus on innovation that defines all of Shiseido brands,” said Marc Rey, President and CEO of Shiseido Americas. “Laura Mercier’s classic French elegance and artistry perfectly complements the unique styles and offerings of NARS, bareMinerals, Shiseido and Clé de Peau

Beauté to create a formidable portfolio of prestige make-up. And RéVive, with its proven restorative formulas and use of Nobel prize-winning technologies, is a terrific fit with Shiseido’s skin care heritage. Shiseido is well positioned to generate significant value from this attractive acquisition opportunity, and

we are energized to use our regional and global resources to take these brands to the next level and further strengthen our overall position in the marketplace.”

The transaction is expected to close in the third quarter of 2016.

NYX founder joins Forbes’ richest self-made women cover



Toni Ko, founder of NYX Cosmetics, has made it onto Forbes’ iconic richest self-made women magazine cover

alongside other influential female entrepreneurs.

Ko, estimated to have a net worth of \$260 million, joined eight other business women such as Sophia Amoruso, founder of fashion label Nasty Gal and Sara Blakely, founder of the Spanx empire.

Having moved to the US from South Korea at the age of just 13, Ko went on to work for her parent’s beauty supply chain business, learning the trade. After spotting a gap in the market for department store beauty products at cheaper prices, Ko launched NYX Cosmetics in 1999, aged 25.

Fast forward to 2014 and the phenomenal surge in popularity for the beauty brand saw L’Oréal acquire the cosmetics line for \$500 million. After a brief retirement Ko has now launched a range of sunglasses that will be tested in Ulta – the retailer which kick started the success for NYX.