



## New World Natural Brands Acquires Suki, Inc.

New World Natural Brands acquired Suki, Inc. This is New World Natural Brands' second acquisition this year in the beauty and personal care space. The transaction closed on July 27, 2018.

Suki, Inc. was incorporated in 2005 by Suki Kramer. Kramer, the President and sole formulator, started the brand in her kitchen after a lifetime of frustration with skin problems and no real, long-term or honest solutions available. Kramer noticed a void in the market for 100% synthetic-free skincare that outperforms the standard treatments, synthetics and pseudo-naturals.

Her products focus on visible results for healthy aging, cystic acne, rosacea, eczema and psoriasis.

Kramer will continue to formulate new products as well as promote the Suki "Know Your Beauty" philosophy as a Brand Ambassador after the acquisition by New World Natural Brands.

"I am excited to continue doing what I love most – formulation strategy – and of course helping consumers get the most thorough and honest information possible with my blog SukiScoop. Through my deep industry knowledge, Suki Skincare will continue to form meaningful connections with our consumers. It is a win-win for all of us," Kramer said.

New World Natural Brands is dedicated to growing brands in the natural beauty and personal care space and Suki's products are a perfect fit. Suki products are made with 100% pure ingredients. The company has the first synthetic-free cosmeceutical product line whose results are proven in consumer clinical trials. With many local customers, Suki Skincare products are shipped around the world and can be found in select stores across the country.

Kramer said, "It's exciting for me to join the New World Natural Brands team because we can bring Suki Skincare to larger audiences and people who have, like me, struggled with skin problems and tried everything out there! I am confident that this acquisition will give us more access and influence and will make the Suki experience even more positive going forward."

Tom Ryan, the Vice President of Business Development at New World Natural Brands stated, "We are thrilled to add Suki and her skincare products to the New World Natural Brands family. She has brought innovation and quality to customers since she founded the company over a decade ago. We are looking forward to adding her expertise to our team."

The DVS Group represented New World Natural Brands in the deal. Terms of the transaction were not disclosed.

The DVS Group's Managing Partner, Ben Olsen, said, "New World Natural Brands and Suki, Inc. are an obvious match. It was great to be part of bringing together two groups of people with complementing but differing strengths. I know they will be better together."

The DVS Group and New World Natural Brands will continue to work together to grow New World Natural Brands with additional acquisitions this year.