



New World Natural Brands Acquires nügg Beauty

On November 30th, 2018, New World Natural Brands acquired nügg Beauty. This is their third acquisition this year in the beauty and personal care space.

nügg was started by Dr. Conny Wittke, an executive with long-term experience in the beauty industry, and her husband Thorsten Kothe with the mission to deliver top quality, simple yet powerful, natural & clean skin treatments at pocket-friendly prices and in pocket-friendly packaging. nügg face masks, lip treatments and “skin fizz” are sold at Target and Whole Foods stores as well as online. With a commitment to natural and clean ingredients and a strong focus on product innovations that meet the brand’s “cute but serious” positioning, nügg has grown quickly among its personal care product peers and built an impressive following via its social media channels.

Dr. Wittke said, “We are looking forward to joining the New World family and the infusion of resources that this partnership will bring to our beloved brand. We have great plans for nügg including an exciting rebrand and the extension into other natural skincare categories and joining forces with New World will give us the fuel we need to develop nügg to its full potential.”

New World Natural Brands is dedicated to growing brands in the natural beauty and personal care space. The nügg acquisition complements the other acquisitions completed this year – including the digitally savvy Baetea and Baebody brands and the powerfully pure Suki Skincare brand. As part of the larger New World Natural Brands family, these companies become even stronger with access to other brands best practices, resources and connections, as well as access to New World’s expertise, shared services and capital.

Jim Watt, CEO of New World Natural Brands, said, “nügg is another fantastic addition to the New World Natural Brands portfolio of companies. This is a high-quality and innovative product line in a growing category with solid distribution. In addition, we strongly believe that the addition of Dr. Wittke and her team to the New World ecosystem will prove to be even more valuable than the products themselves.”

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

The DVS Group’s Managing Partner, Ben Olsen, said, “We are thrilled that New World Natural Brands has finalized their third acquisition of the year. As a DVS client for almost two years, it has been a pleasure to watch the New World team grow to become meaningful players in the natural beauty and personal care space.”