



## Case study: Sale of a premier provider of salon and beauty services in the UAE

### CLIENT

CedarBridge Partners



### TRANSACTION TYPE

Sell-side advisory

### ACQUIRER

Omorfia Group



### Client description

CedarBridge Capital Partners is a private equity firm that invests in the beauty, education, healthcare, food and beverage, and technology sectors.

The Grooming Company Holding (TGCH), a premier provider of salon and beauty services in the UAE, represents a conglomerate of four upscale brands with a collective presence spanning 47 locations, catering to both male and female clientele. The portfolio includes N.BAR, 1847, and Sisters Beauty Lounge. TGCH's subsidiary, Wellbe Trading, distributes high-end beauty products and is expanding internationally.

### Deal description

Alantra advised CedarBridge Capital Partners on its successful exit from TGCH, facilitating the sale of the company to Omorfia Group. Omorfia Group is a leading beauty company majority owned by Multiply Group, an Abu Dhabi-based investment holding firm.

### A successful outcome

- Alantra structured a competitive auction process and approached international strategic and financial acquirer.
- Alantra's role in advising CedarBridge Capital Partners and TGCH builds on its reputation as a leading M&A advisor within the global beauty and personal care industry.
- This transaction is part of a series of significant deals that reinforce Alantra's expertise, including advising on the sale of leading beauty product brands such as Medik8, Childs Farm, Absolute Collagen, Hairburst, Nails Inc and Vivona Brands and beauty service companies such as sk:n, Lazeo and the Provalliance Group.



VINCENZO MINORE  
CEO | TGCH



Omorfia Group, with its strong presence and track record in the beauty and wellness sector, is the ideal partner for TGCH in its next phase of growth."



Matthew Wiseman  
PARTNER | ALANTRA



The TGCH team with the support of CedarBridge Capital Partners has done a tremendous job in creating the leading premium beauty services platform in the UAE and continues CedarBridge's track record as the UAE's leading PE investor in the consumer and beauty sectors. It has been a pleasure advising them on this transaction and we are excited to watch TGCH's continued success under Omorfia Group's ownership."