

## **PROCTER & GAMBLE SIGNS AGREEMENT TO PURCHASE FRÉDÉRIC FEKKAI & CO.**

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P&G signed an agreement to purchase Frédéric Fekkai & Co., owner of the exclusive Fekkai brand. Described as ‘the ultimate in luxury hair care’, Fekkai offers a range of innovative products and exclusive, full-service salons. The Company’s product line up is distributed in the finest beauty retailers as well as in its salons. Frédéric Fekkai, its founder, is one of the most well regarded and celebrated names in beauty and hairstyling. The Fekkai acquisition would be in line with P&G Beauty’s strategy of focusing on faster growing, higher margin, more asset-efficient businesses.

The deal is subject to normal regulatory review and approval.

“Fekkai is the leading hair care brand in the US prestige channel. It is a fantastic addition to P&G’s already strong global portfolio of Retail and Professional Hair Care Brands,” said Craig Bahner, P&G’s Vice President and General Manager for North America Hair Care.

“Our goal is to preserve the integrity of the Fekkai business, products and salons as sources of new product inspiration and consumer understanding,” said Bahner. “We see an opportunity to learn from and build this unique business model.”

“This agreement is a testament to both the growth of the Fekkai hair care brand and the dedication of our global team,” said Frédéric Fekkai, the company’s founder and president. “Over the past 20 years, we have redefined luxury and set new standards for product innovation and exceptional personalized service. I look forward to building on this success with a partner who shares our vision of creating a truly global brand that is synonymous with creativity, elegance and style.”

“Fekkai is one of the most well-known luxury hair care brands in the world, and we have been delighted to support and participate in the Company’s growth,” said Melissa Shaban, Chief Executive Officer of Chrysallis. “Our objective has always been to position the Frédéric Fekkai Company for an even stronger future. We have achieved this goal and are confident in Fekkai’s continued success to the benefit of the Company’s associates, clients and retail partners.”

### **About P&G (NYSE: PG)**

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers(R), Tide(R), Ariel(R), Always(R), Whisper(R), Pantene(R), Mach3(R), Bounty(R), Dawn(R), Gain(R) Pringles(R), Folgers(R), Charmin(R), Downy(R), Lenor(R), Iams(R), Crest(R), Oral-B(R), Actonel(R), Duracell(R), Olay(R), Head & Shoulders(R), Wella(R), Gillette(R), and Braun(R). The P&G community consists of almost 138,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

### **About Chrysallis: The Beauty of Evolution**

Chrysallis is a management company of leading consumer-focused private equity firm Catterton Partners. Chrysallis was established to help grow innovative brands in the health and beauty category, including Frédéric Fekkai & Co., a leading luxury salon, hair care brand, and provider of beauty products, and Niadyne, Inc., a company dedicated to the discovery and development of uniquely efficacious topical products. Chrysallis is headquartered in New York, New York.

### **About Frédéric Fekkai & Co.**

Frédéric Fekkai & Co. is the leader in luxury hair care, offering a complete range of innovative products and exclusive, full-service salons. The Company is dedicated to creating a unique portrait of style for each individual. Fekkai products are distributed through the finest beauty retailers around the world and, of course, in the world famous Frédéric Fekkai Salons. For more information visit: [www.fekkai.com](http://www.fekkai.com)

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### **Media Relations Contacts**

Francine Gingras – Director, P&G Beauty External Relations – 1-646-885-4214  
Randall Chinchilla – Manager, P&G Beauty External Relations – 1-513-983-1988

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