

# Polsinelli Awarded 2024 Middle-Market Deals of the Year Recognition for Naturium Acquisition

(May 13, 2024) Am Law 100 firm Polsinelli was awarded the 2024 Middle-Market Deals of the Year recognition in the Consumer Goods category by **Mergers & Acquisitions** for its representation of Naturium in the company's acquisition. The fast-growing, high-performance skin care brand was acquired by e.l.f. Beauty (NYSE: ELF) for \$355 million in cash and stock. Naturium is known for powerful ingredient-led formulas that combine efficacy with an elevated skin care experience at an accessible price point complementing e.l.f.'s existing product lines. The deal closed in October 2023 and is expected to significantly increase e.l.f.'s presence in skincare.

Senior Partner Marc B. Leh led the Polsinelli deal team, which also included associate John J. Wright, shareholders John C. Cleary, Erik R. Edwards, Joy D. Hoover, Lindsay L. Ryan, Matthew J. Smith, and associates Melissa A. Latini and Kimberly N. Simmons.

Regionally ranked for Corporate M&A by *Chambers USA* (2022-2023) and nationally ranked Tier 1 for M&A by the *U.S. News and World Report* 2023 "Best Law Firms," Polsinelli's **Mergers, Acquisitions and Divestitures Practice** closes deals. Spanning multiple industries, Polsinelli attorneys' complete transactions for private and public companies. They collaborate with in-house personnel and coordinate efforts with clients' investment bankers, local and foreign counsel, accounting firms and other advisers to provide high caliber, integrated legal advice covering all areas needed for a seamless negotiation and closing process. By taking the time to understand the economic and value-related consequences singular to their clients' business transactions, the team works to protect interests and lead in the navigation of a full range of deal options.

## About Polsinelli

Polsinelli is an Am Law 100 firm with more than 1,000 attorneys in over 20 offices nationwide. Recognized as one of the top firms for excellent client service and client relationships, Polsinelli is committed to meeting our clients' expectations of what a law firm should be. Our attorneys provide value through practical legal counsel infused with business insight, offering comprehensive corporate, transactional, litigation and regulatory services with a focus on health care, real estate, finance, technology, private equity, and life sciences. Polsinelli PC, Polsinelli LLP in California, Polsinelli PC (Inc) in Florida.