

# Polsinelli Advises Seaweed Bath Co. in the Acquisition of Andalou Naturals and Mineral Fusion

**(July 15, 2024)** Polsinelli advised Seaweed Bath Co. in the acquisition of Andalou Naturals and Mineral Fusion, expanding their reach in the natural beauty and skincare space. Andalou Naturals is a pioneer in the natural beauty industry, employing Fruit Stem Cell Science to enhance skin's natural radiance using plant-based ingredients. Mineral Fusion is a leading natural cosmetic brand that focuses on developing products that fuse beauty and skincare, aiming to correct flaws rather than just cover them. This strategic move aims to streamline product development and enhance operational efficiencies and sustainability efforts, benefiting both retail partners and consumers.

The Polsinelli deal team included Shareholders David Cykiert and Jason P. Katz and Associates Nicola DeVita and Rachel L. Tenin.

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