



NEW DEAL ADVISORS SUPPORTS PAI PARTNERS IN THE ACQUISITION OF BEAUTYNOVA GROUP

Milan, March 18, 2024 - New Deal Advisors, an independent firm specializing in advisory services to M&A Transactions has supported Pai Partners in the acquisition of a majority stake in Beautynova Group, controlled until now by the Bluegem Capital Partners fund. Within the agreement reached, Bluegem will retain a stake in the company.

Headquartered in Italy, Beautynova is a leading provider of hair care, treatment, coloring, and styling products with more than 18,000 formulas, as well as owning a portfolio of premium brands (milk_shake, z.one concept, and Medavita). Beautynova exports to more than 70 countries, generating 70 percent of revenues outside Italy, mainly in the United States and Europe, through professional and consumer channels.

New Deal Advisors with a team led by Antonio Ficetti Gasco (Partner), has provided Financial Due Diligence services to Pai Partners.

New Deal Advisors

New Deal Advisors is an independent firm specialising in advisory services in M&A. Established in 2012, New Deal Advisors provides support in a broad variety of extraordinary transactions streams including mergers and acquisitions, restructuring, transformation processes, forensic and litigation activities, fairness opinions and valuation services. New Deal Advisors has worked for more than a decade alongside private equity funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.