



NEW DEAL ADVISORS SUPPORTS ROUTE CAPITAL PARTNERS IN THE SALE OF NEW COSMESY

Milan, 17 December 2025, **New Deal Advisors**, with a team led by partner Guido Pelissero, supported the shareholders of **New Cosmesy** (the Cinque family and Route Capital Partners) in the disposal of **New Cosmesy**, providing financial vendor due diligence services.

With this transaction, Orienta Capital Partners and Armònia sgr, together with Square Capital Club, a club deal initiative promoted by Deutsche Bank, are launching a platform in the cosmetics and luxury fragrances sector through the integration of Trendcolor with Inunup and New Cosmesy, which are active in the contract manufacturing of make-up products and the creation of fragrances, respectively.

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.