

FIRM NEWS

Schulte Represents Drybar Holdings LLC in Acquisition of Hair Products Business by Helen of Troy Limited

February 2020

Schulte represented Drybar Holdings LLC, a fast-growing, innovative hair care and styling brand, in connection with the acquisition of its hair products business by Helen of Troy Limited, a global consumer products company. The acquisition included the Drybar trademark and other intellectual property assets, certain production assets and working capital, with a license being granted back to the haircare services business to continue operating its salons. The total purchase consideration is expected to be approximately \$255 million in cash, subject to certain customary closing adjustments. The deal was announced on Dec. 19, 2019 and closed in January 2020.

The Schulte team advising Drybar included intellectual property, sourcing and technology special counsel Scott Kareff and former Schulte lawyers Edward Sadtler and Lowell Dyer.

Related People



**Scott
Kareff**

Special Counsel
New York

Practices

MERGERS AND ACQUISITIONS