Edgewell Personal Care Acquires Bulldog Skincare Holdings Limited

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ST. LOUIS, Nov. 1, 2016 /PRNewswire/ -- Edgewell Personal Care Company (NYSE: EPC) announced today that it has acquired Bulldog Skincare Holdings Limited, a U.K. based men's grooming and skincare products company. Terms of the transaction were not disclosed.

Edgewell Personal Care Company logo (PRNewsFoto/Edgewell Personal Care Company)

Founded in the U.K. in 2006, Bulldog offers male skincare products including moisturizers, face washes, scrubs, balms, shave gels and creams, body washes, lip balm and lotions. Bulldog's products are sold globally with distribution in over 17,000 locations. Its largest markets are in the U.K., U.S., Sweden and South Korea.

"As a challenger company in men's grooming, Edgewell has continuously pressed beyond category conventions and leaders, to bring unique innovation to market for the benefit of our customers, consumers, and Edgewell shareholders," said Colin Hutchison, Edgewell's Vice President of Commercial International. "Similarly, Bulldog has created an exciting and fast growing brand, by bringing that same challenger approach to men's skincare, providing differentiated products that focus on a simple straightforward message for men. Bulldog is a natural fit for Edgewell, and this acquisition creates opportunities to expand our personal care portfolio in a growing global category where we can leverage our large geographic footprint."

"We are delighted to be joining Edgewell's fantastic family of brands," said Simon Duffy, Bulldog's Founder. "We are excited about the future and in particular, getting our products to more people in more countries." Mr. Duffy continued, "Since our founding, our goal has been to put a Bulldog product in every bathroom and we are confident Edgewell will help us deliver on this mission."

Edgewell will discuss the acquisition in further detail on its earnings call scheduled for November 10, 2016. The transaction was funded from operating cash and will not have a material effect on fiscal 2017 expected financial results.

Dentons advised Edgewell on legal matters relating to the transaction.

Baylor Klein served as financial advisor and Addleshaw Goddard LLP as legal advisor to Bulldog Skincare Holdings Limited.

About Edgewell Personal Care

Edgewell is a leading pure-play consumer products company with an attractive, diversified portfolio of established brand names such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposable razors; Edge® and Skintimate® shave preparations; Playtex®, Stayfree®, Carefree® and o.b.® feminine care products; Banana Boat® and Hawaiian Tropic® sun care products; Playtex® infant feeding, Diaper Genie® and gloves; and Wet Ones® moist wipes. The Company has a broad global footprint and operates in more than 50 markets, including the U.S., Canada, Mexico, Germany, Japan and Australia, with approximately 6,000 employees worldwide.

About Bulldog

Bulldog Skincare Holdings Limited makes award-winning skincare products that are purpose-built for men and enriched with amazing natural ingredients. Founded in 2006, the Company sells its products in 14 markets around the world including the U.K., U.S., Sweden and South Korea.

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