

Herbacin Cosmetic Completes Acquisition of Lbc/Paris BioCosmetiques

Written by Australian Business

WUTHA-FARNRODA, GERMANY, September 10, 2013 **/24-7PressRelease/** -- Herbacin cosmetic GmbH announced today that its planned acquisition of Lbc/Paris BioCosmetiques GmbH from Deutsche Atlas AG has formally closed, making Lbc/Paris BioCosmetiques a wholly-owned subsidiary of Herbacin cosmetic.

With a portfolio of over 70 products, Lbc/Paris brings its established premium-branded consumer platform to Herbacin's existing product line-up. Its range of custom-tailored skincare products and special advanced treatment techniques are available at Beauty Centers, Luxury Spas and Wellness Hotels throughout Germany.

"It will expand our participation in the fast-growing professional skincare market and will help forge deeper and stronger strategic ties with existing and new customers" said Gerd Thien, president and CEO, Herbacin cosmetic.

The combined businesses will build on both companies' market position, creating a new platform with significant opportunities to deliver extended customer solutions. Customers will benefit from the complementary market knowledge, the innovation capabilities and the technical know-how.

About Herbacin cosmetic

Founded in 1905 by pharmacists Otto and Hedwig Konig in Eisenach, Germany, Herbacin very early on created a distinctive brand image that has reflected until today its close proximity to deep green forests and flowering meadows. Herbacin products have become known for tradition and experience in what has now become the highly popular field of natural cosmetics. The range of products includes hand and skin care creams, plant-based shampoos and shower products with organic extracts for sensitive skins as well as aroma baths and bath additives. With its own production facilities in Germany, its products are sold in drug stores, mass merchandisers and grocers in Europe, the Middle East, Asia, Australasia, Brazil, and North America. For more information, please visit the company's website at www.herbacin.com.

About Lbc/Paris BioCosmetiques

Over the last three decades and in collaboration with leading cosmetic institutes, Lbc/Paris

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BioCosmetiques has focused on developing all-encompassing skin treatment systems that specifically target the individual needs of a professional skincare program. Using exclusive, naturally-based active ingredients, and innovative scientific methods, its products combine nature and science to create an optimal and effective skincare program. For more details, please visit: www.lbc-paris.de