

DEALS AND SUITS

Sequoia Capital completes the sale of its portfolio company Faces Cosmetics to Purple.com

On Dec. 16, 2021, venture capital firm Sequoia Capital completed the sale of the India business of cosmetics and skincare brand Faces Canada to online beauty retailer Purple.com.

The brand will join Purple's portfolio of owned and acquired beauty brands including, Good Vibes, Carmesi, and NYbae. Faces Canada sells its products across more than 140 cities and towns in India comprising more than 1,500 cosmetic stores and modern trade outlets. It is also available at e-commerce sites such as Purple, Amazon, Flipkart and Myntra.

BLG acted as Canadian counsel to Sequoia Capital with a team led by Stefan Timms that included Kyle Denomme (Corporate), Steve Suarez (Tax), Brandon Evenson (Intellectual Property), Bevan Brooksbank and Blair Rebane (Franchise law).