DEALS AND SUITS

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

The brand will join Purplle'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 Purplle, 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 Porperty), Bevan Brooksbank and Blair Rebane (Franchise law).

BLG Team : Stefan Timms, Kyle Denomme, Steve Suarez, Brandon Evenson, Bevan Brooksbank, Blair Rebane