

STRENGTH of NATURE GLOBAL, LLC[®]

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FOR IMMEDIATE RELEASE

Strength of Nature Announces Acquisition of Five Hair Care Brands from Unilever Latest Acquisition Positions Strength of Nature as the Fastest Growing Category Leader in the Industry

Motions, Just for Me, Consort, Groom & Clean and TCB's Business in Africa will now Join the Strength of Nature Portfolio of Premium Quality, Value Brands

SAVANNAH, Ga., December 2, 2015 – [Strength of Nature](#), a global leader in the \$700-million ethnic hair care industry, today announced the acquisition of the Motions, Just for Me, Consort and Groom & Clean brands from Unilever. Strength of Nature also acquired the TCB brand's business in Africa, making the company full owner of TCB.

"The Motions, Just for Me, Consort, Groom & Clean and TCB brands are beloved and trusted with a strong legacy, high awareness and great potential. Each provides an excellent foundation for renewed growth and expanded innovation. We look forward to building these brands" says Mr. Mario de la Guardia, CEO of Strength of Nature.

"Strength of Nature is committed to serving the hair care needs of people with textured hair from curly to coily," says Charlene Dance, global marketing director. "We want to ensure that this consumer has unlimited hair maintenance and styling options for their particular hair type, and are very excited to add these brands to our portfolio."

With a solid salon legacy, Motions has served the hair care needs of women of color for over 20 years. Just for Me is the leading hair care brand for kids, while both Consort and Groom & Clean are trusted men's hair care lines. These acquisitions strongly complement Strength of Nature's portfolio with the goal of bringing innovative solution driven quality products to the multicultural consumer around the world.

About Strength of Nature

Strength of Nature is one of the fastest growing companies in the multicultural hair care category, driven by its strong commitment to consumer understanding and product innovation. A U.S.-based company with manufacturing facilities in Savannah, Georgia, Strength of Nature is committed to providing value-priced, premium-quality hair care products to multicultural consumers around the world. Strength of Nature markets a number of leading brands including African Pride[®], Beautiful Textures[®], Dream Kids[®], Elasta QP[®], Profectiv MegaGrowth[®], Proline[®], Soft & Beautiful[®], Soft & Beautiful Botanicals[®], and TCB[®].

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