

JD BEAUTY ACQUIRES BIO IONIC®

NEW YORK, NY, SEPTEMBER 19 2017 – **JD Beauty Group**, the parent company of WetBrush®, is pleased to announce the acquisition of the Bio Ionic® brand of professional electrical beauty appliances. Bio Ionic® will remain a leading, global professional-only brand under the JD Beauty umbrella. This acquisition further enhances JD Beauty's mission to offer a well-rounded product offering of hair brushes, electrical appliances, and liquids. JD Beauty is a portfolio company of Topspin Partners, a New York based private equity fund. This acquisition was completed in partnership with Topspin Partners, the majority owner of JD Beauty, and Deerpath Capital Management who provided financing for the transaction.

Jeffrey Davidson, CEO of WetBrush®, commented, "I am thrilled to have this well respected and established professional brand join the JD Beauty family. It is our mission to continue and grow the wonderful heritage that Fernando Romero started. We will work closely with our professional partners to bring the best in product innovation, inventory management and new exciting marketing opportunities domestically and internationally."

Fernando Romero, founder of Bio Ionic® said, "We are so pleased to pass the baton to JD Beauty Group, whose support signifies an exciting chapter in our company's history. Their invaluable resources and insight will undoubtedly grow the Bio Ionic® name in the professional beauty industry."



JD Beauty Group is one of the leading marketers and manufacturers of professional beauty products. Based in New York and launched in 1977, JD Beauty Group has launched some of the industry's most recognizable and innovative brands and products such as WetBrush, Luxor Pro, Lure, TS-2 and more. These brands promise quality and innovation to provide beautiful and professional results to professionals and consumers alike. www.jdbeauty.com



Topspin Partners is a suburban NY-based private equity fund that makes control investments in profitable and established lower middle-market businesses. The firm invests across a number of industries, including health and wellness, niche consumer, food and beverage, business services and security. The Topspin team has considerable operational expertise and collaborates with management teams to build businesses of varying stages and sizes. www.topspinpartners.com



Bio Ionic® develops luxury hair tools for professionals worldwide. The brand was founded in 1997 by world renowned hair stylist and industry icon, Fernando Romero. Fernando discovered the science and power of harnessing natural negative ions while traveling in Japan. This exploration and discovery led him to develop Bio Ionic's Nanolonic Mineral Technology. Each of Bio Ionic's tools is infused with a blend of Nanolonic Minerals to hydrate hair from the inside out by emitting natural negative ions that drive water molecules deep into the cuticle, leaving hair healthy and hydrated. www.bioionic.com