



**The Premier M&A Advisor
to the Global Wine Industry**

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FOR IMMEDIATE RELEASE

MAHER ADVISORS REPRESENTS JUICE BEAUTY ON GROWTH EQUITY INVESTMENT AND RECAPITALIZATION

Juice Beauty completes a growth equity investment and recapitalization with The Invus Group

SAN RAFAEL, April 2014 - Juice Beauty—the nation’s leading authority in clinically validated and authentically organic beauty products—has completed a growth equity investment and recapitalization with The Invus Group.

The newly formed partnership will further enhance the company’s competitive position within prestige organic beauty, as well as enable Juice Beauty to take full advantage of current and future growth opportunities, while staying true to the Company’s core values.

Maher Advisors, a leading boutique M&A advisory firm specializing in wine and other growing consumer products industries, including craft beer, natural foods and beauty, acted as exclusive strategic and financial advisor to Juice Beauty on this transaction. The investment was completed in April 2014.

Financial terms of the transaction were not disclosed.

About Juice Beauty

Founded in 2004 by a serial wellness entrepreneur passionate about the safety and efficacy of personal care products, Juice Beauty was the first to market with USDA Certified Organic prestige beauty products and has grown to become The Organic Solution™ in beauty. The company has grown rapidly to become a leading provider of a broad range of skincare, body, hair care and makeup products, and strongly adheres to the its core values: (1) deliver clinically validated beauty solutions, (2) provide authentically organic products utilizing an antioxidant-rich, organic juice base (instead of typical beauty chemistry of water or petroleum bases) which brings total organic content up to 98% with a high antioxidant level (3) provide products with powerful action without parabens, petroleum, propylene or butylene glycol, sodium lauryl sulfates, pesticides, phthalates, artificial dyes or synthetic fragrances.

About The Invus Group

The Invus Group, LLC is a private equity and venture capital firm specializing in buyouts, buyins, turnaround, longer-term public equity investments, early stage, and expansion capital investments. The company was founded in 1985 and is based out of New York, New York, with additional offices in London, United Kingdom, Paris, France and Hong Kong. Invus manages in excess of \$4 billion of capital. Invus manages interests in a broad range of industries, including consumer goods, consumer services, education, software, biotechnology and medical devices.

About Maher Advisors

Founded in 1995, Maher Advisors is a leading boutique M&A advisory firm specializing in wine and other growing consumer products industries, including craft beer, natural foods and beauty. Maher Advisors has completed over \$65 billion in transaction volume and offers transaction expertise in strategy, analysis, valuation, structuring and negotiation, drawing upon its broad experience and knowledge across multiple industries. The Company focuses on the issues most important to industry participants, including mergers and acquisitions; exit strategies and divestitures; company valuations; capital structure optimization; shareholder and generational transitions or issues; and general management consulting and project management.

For more information, please visit www.maheradvisors.com.