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# P&G buys deodorant brand Native for undisclosed sum



Author **Alex Bitter**

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Procter & Gamble Co. said Nov. 15 that it acquired natural deodorant maker Native for an undisclosed amount.

The acquisition expands P&G's current deodorant lineup, which includes products under its Gillette, Old Spice and Secret brands, to include one with an established direct-to-consumer sales model. P&G also highlighted Native's focus on making deodorant with fewer artificial ingredients.

By acquiring Native, P&G will be able to attract "consumers who have preferences to avoid certain ingredients such as parabens and aluminum," which are added to many traditional deodorant brands, Vice President of North American Personal Care Bill Brace said in the statement.

P&G declined to disclose the deal's financial terms. Native CEO Moiz Ali will continue to hold his position, P&G said.

The purchase comes just over a month after P&G appeared to fend off activist investor Nelson Peltz, who waged a campaign against P&G leadership earlier this year in an attempt to win a seat on the company's board of directors.



Among other things, Peltz criticized P&G's management for not developing or acquiring more small brands, including ones that produce natural or organic consumer goods.

At a conference hosted by Morgan Stanley earlier on Nov. 15, P&G CFO and Vice Chairman Jon Moeller said the company is focused on growing sales with its current portfolio of brands. But, he added, P&G would consider acquisition targets that make products consumers use daily and that would give the company leading market share positions, according to a transcript of the presentation compiled by S&P Capital IQ.