

Brooks, Houghton & Company, Inc. Closes Senior Debt Facility for Scent Beauty



Announcement Summary

Brooks, Houghton & Company, Inc. (“BHC”) is pleased to announce it has secured a senior debt facility for Scent Beauty, Inc. (“Scent Beauty” or the “Company”). The facility will support the Company’s working capital needs while both growing its existing brand portfolio as well as adding new brands. BHC served as exclusive financial advisor to the Company.

About Scent Beauty

Founded in 2019 and led by an experienced management team, the Company has developed a multi-brand, omni-channel, integrated DTC approach to marketing and delivering fragrances and home scents, as well as skin care, hair, and wellness products, allowing the Company to capitalize on the accelerating migration to DTC.

Scent Beauty has successfully developed and licensed numerous brands including Stetson, Dolly Parton, Kylie Minogue, Sabrina Carpenter, The Phluid Project, K3 by Kenzo Takada, and Whitney Houston. Scent Beauty’s products are sold in the United States and internationally. The Company’s long-term growth model is to add new brands, further improve their DTC experience, and continue to expand their growing retailer network.

Please contact the BHC individuals below regarding any inquiries related to this announcement:

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About Brooks, Houghton & Company, Inc.

Founded in 1989, Brooks, Houghton & Company, Inc. (“BHC”) is a leading NYC-based merchant bank. BHC provides investment banking services and direct investments to middle market and emerging growth companies. The firm is highly experienced in mergers and acquisitions, debt and equity capital raising and corporate finance matters, in addition to principal investing through various mezzanine debt funds managed by its senior personnel. The firm’s broker/dealer, Brooks Houghton Securities, Inc., is a member of FINRA and SIPC. Please visit www.brookshoughton.com for more information on the firm and its services.