

## Puig acquires majority stake in Dr. Barbara Sturm

---

- **The premium skincare brand was founded in 2014 by Dr. Barbara Sturm, a world-renowned doctor and pioneer in the field of anti-inflammatory treatments, offering an exclusive portfolio of products spanning skincare, body & haircare and supplements**
  - **The partnership with Dr. Barbara Sturm reinforces Puig's competitive position in the premium skincare segment by adding a globally recognized brand that has fostered strong consumer engagement through its digital channels and international spa & boutiques network**
- 

*Barcelona and Düsseldorf, January 11, 2024*

Puig, a global leader in premium beauty, has announced today the acquisition of a majority stake in Dr. Barbara Sturm, the German molecular cosmetics brand founded in 2014. Founder Dr. Barbara Sturm will retain a minority stake and continue leading the brand's product development as Chief Product Development Officer and Brand Ambassador.

The acquisition of Dr. Barbara Sturm reinforces Puig's competitive position in the premium skincare segment by welcoming a globally recognized luxury cult brand developed through its digital channels and worldwide spa and boutiques network, offering high-performance treatments with deep expertise in skincare. As a further addition to its portfolio of premium beauty brands, Puig is committed to drive the brand's international expansion and development, building on its existing network of spas and boutiques across Düsseldorf, London, New York, Miami, Los Angeles, Dallas, Jakarta, and Singapore.

"We are very excited to welcome a brand of the caliber of Dr. Barbara Sturm to our House of Love Brands. With its science-focused skincare product range and high-performance treatments, we are taking another important step in expanding our position in the premium skincare segment. The new partnership reinforces Puig skincare segment and our presence in the U.S.," said Marc Puig, Chairman and CEO of Puig.

"Dr. Barbara Sturm was conceived to deliver exceptional, science based, and effective skincare treatments to our patients. Partnering with Puig means a union of shared values, including curiosity, an entrepreneurial spirit, and a strong commitment to innovation, product, and excellence. Puig has a proven track record of competitive and disruptive approach to business and, by leveraging Puig's experience in nurturing founders and fostering the global success of their beauty brands, we are primed to introduce our skincare products to wider audiences. This collaboration will fuel us to continuously push boundaries, craft high-performance treatments, and elevate the skincare experience", explained Dr. Barbara Sturm. "My philosophy revolves around the idea that if you protect your skin, it will protect you back. I firmly believe this reciprocal nature will define our exciting partnership with Puig", she continued.

### **About Dr. Barbara Sturm**

Dr. Barbara Sturm is a globally renowned German doctor, aesthetics expert and anti-inflammatory pioneer with a background in orthopedic research. Dr. Sturm studied Medicine and Sports at the Heinrich Heine University in Düsseldorf before beginning her medical career in orthopedics. She worked as part

of a team that developed cutting-edge treatments for inflammatory conditions like osteoarthritis, using the body's own proteins and healing factors to stop the inflammatory process and help heal joint tissue.

In 2002, Dr. Sturm translated the science from her clinical research and orthopedic practice into the field of aesthetics. She created her MCX treatment, a Platelet-Rich Plasma (PRP) facial now recognized by many as the 'Blood Facial,' followed shortly by her famous 'MC1' cream; a bespoke, plasma-based moisturizer that harnesses the power of the body's own proteins in a skin healing formula. Dr. Sturm's patients required an entire, science based and effective skincare regimen, and seeing no such products available on the market, Dr. Sturm went into the lab and created her own.

In 2014, she created and pioneered her full anti-inflammatory collection, and Dr. Barbara Sturm Molecular Cosmetics was born. Today, Dr. Sturm has seven Dr. Barbara Sturm spas & boutiques worldwide, including London, New York, Miami, and LA. Her Molecular Cosmetics collection is built on 25 years of scientific research with more than 5,000 carefully curated skincare routines that have gained global recognition and a cult following.

All Dr. Barbara Sturm products are free of synthetic fragrances, harsh preservatives and parabens, are cruelty-free and suitable for all skin types and concerns.

### **About Puig**

Puig is a home of Love Brands, within a family company, that furthers wellness, confidence and self-expression while leaving a better world.

Since 1914, our company's entrepreneurial spirit, creativity and passion for innovation have made Puig a challenger in the beauty and fashion world.

Present in the fragrance and fashion, make-up and skincare segments, our house of Love Brands generates engagement through great storytelling that connects with people's emotions and is reinforced by a powerful ecosystem of founders.

Puig portfolio includes our brands Carolina Herrera, Rabanne, Charlotte Tilbury, Jean Paul Gaultier, Dries Van Noten, Nina Ricci, Byredo, Penhaligon's, L'Artisan Parfumeur, Uriage, Apivita, Kama Ayurveda and Loto del Sur as well as the beauty licenses of Christian Louboutin, Banderas and Adolfo Dominguez, among others.

At Puig we honor the values and principles put in place by three generations of family leadership. Today we continue to build on that legacy, through conscious commitments in our ESG Agenda (environmental, social and governance) aligned with the UN Sustainable Development Goals.

In 2022, Puig recorded net revenues of €3,620 million. Puig sells its products in more than 150 countries and has offices in 32 of them.

<https://www.puig.com/en>

[https://www.instagram.com/puig\\_official](https://www.instagram.com/puig_official)

<https://www.linkedin.com/company/puig>

**Further information:**

Emmanuelle Durand

Global Corporate Communications Director

T. +33 1 85 61 01 15

M. +33 612 102 356

[emmanuelle.durand@puig.fr](mailto:emmanuelle.durand@puig.fr)