

P&G to acquire women-focused grooming startup Billie

Consumer goods giant P&G - the owner of brands including Gillette, Olay, Oral-B and Pampers - has shared its plans to acquire Billie Inc., a growing female body care company.



The grooming startup is a subscription-based, direct-to-consumer brand focused on providing women with quality shaving supplies and premium body care products. Its current product portfolio includes razors, shaving cream, body wash and body lotion.

The deal complements P&G's female grooming portfolio, which includes the Venus and Braun brands. According to a P&G statement, the combination of brands, talent and expertise will strengthen P&G's grooming business and accelerate growth for Billie, as well as fuel the development of additional products designed for the specific needs of women.



P&G SA invests in local Always manufacturing plant

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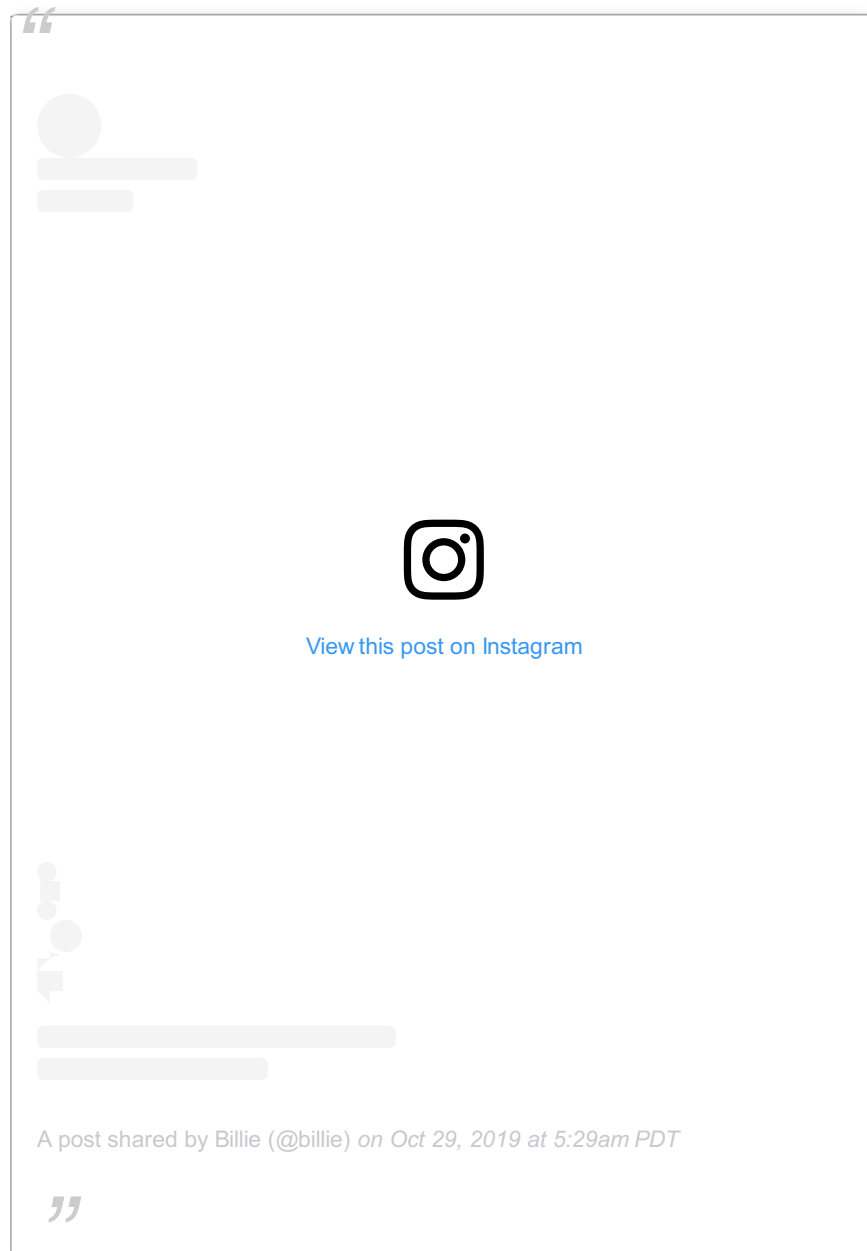


Billie will continue to be led by its co-founders, Georgina Gooley and Jason Bravman. "We're thrilled by the prospect of joining P&G to bring high-quality products at affordable prices to women around the world," said Gooley.

"Their ability to create global household brands that have stood the test of time is a testament to their brand-building

expertise; together, we'll be able to create an even stronger brand for womankind.”

The startup is a fresh, digitally-native brand that is especially appealing to Millennial and Gen Z consumers. It's driven by the combination of strong digital and direct-to-consumer marketing capabilities, and a growing range of personal care products.



The impact and consumer connection Georgina and Jason have been able to make with Billie in a short period of time has been remarkable,” said Gary Coombe, CEO of P&G Global Grooming.

“The combination of Billie’s high-quality, naturals-focused razors and body care products, and P&G’s highly-skilled and experienced people, resources, technical capabilities and go-to-market expertise will allow us to further reach Millennial and Gen Z women through a fresh, bold attitude.”

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