



This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers visit <https://www.djreprints.com>.

<https://www.wsj.com/articles/vitamin-company-nutraceutical-lines-up-new-investment-11563361202>

DEALS

Vitamin Company Nutraceutical Lines Up New Investment

Private-equity firm HGGC is retaining the majority stake in the nutritional supplement company it took private two years ago



Richard Lawson is chief executive and co-founder of HGGC, which sold a minority stake in vitamin maker Nutraceutical International Corp. PHOTO: HGGC

By Jaewon Kang

July 17, 2019 7:00 am ET

Private-equity firm HGGC is selling a minority stake in vitamin maker Nutraceutical International Corp. following two years of ownership.

The Palo Alto, Calif.-based buyout shop took the nutritional supplement company private in 2017 for about \$446 million including debt. Under this latest deal, HGGC is retaining a majority stake in Nutraceutical while private-equity firm Snapdragon Capital Partners and consulting house Maze Group LLC will take a minority stake.

Founded in 1993, Nutraceutical manufactures and distributes nutritional supplements ranging from KAL vitamin tablets to Organix body oil. The Park City, Utah-based company sells its items at grocery stores, mass retailers and specialty stores.

Under HGGC, Nutraceutical simplified its manufacturing and exited retail operations by closing its bricks-and-mortar stores. With new investors, the company plans to expand its digital offerings and become more engaged with online shoppers, said Richard Lawson, chief executive and co-founder of HGGC.

Maze, of New York, provides digital and marketing-focused consulting services to consumer companies.

The Snapdragon-Maze investment represents the latest partial exit made by HGGC. The firm increasingly is joining with other general partners to back businesses and make longer-term bets, as valuations remain high and competition for deals remains fierce. Software business Idera Inc., for example, brought on Partners Group to join HGGC and TA Associates.

Piper Jaffray Cos. and William Hood & Co. provided financial advice to Nutraceutical, which

received legal counsel from Kirkland & Ellis LLP. Morrison Cohen LLP served as legal adviser to Snapdragon and Maze.

HGGC invests across the business services, consumer, financial services, health care, industrial services, information services and software sectors.

Snapdragon is led by former TPG partner Mark Grabowski. The private-equity firm injects \$40 million to \$500 million of equity per investment, targeting health and wellness, consumer services and health services.

Write to Jaewon Kang at jaewon.kang@wsj.com

Copyright 2019 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our Subscriber Agreement and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit www.djreprints.com.