



## **Beauty Industry Group Expands into the United Kingdom with Acquisition of Beauty Works**

**Salt Lake City – December 19, 2019** – Beauty Industry Group (BIG), an industry leader for hair extensions and related beauty products, announced today that it has acquired Beauty Works, one of the UK’s leading hair extension brands. Terms of the private transaction were not disclosed.

Beauty Works was founded over ten years ago by Penelope Cheshire and has been supplying premium, luxury hair extensions to salons, backstage stylists and premium retailers across the UK. The business has won some of the most prestigious awards in the haircare industry, including the Marie Claire Hair Awards and the OK Beauty Awards.

Beauty Works’ current leadership team will continue to run the brand out of its Cheshire, UK headquarters.

BIG CEO, Derrick Porter, said, “We have watched Beauty Works for some time now and are impressed by the lively ecosystem they have cultivated among salons, stylists, influencers, and consumers within the UK market. Their strong performance is

the undisputed UK market leader in luxury hair extensions over the last ten years. We are extremely excited for the next chapter of Beauty Works' success, working with BIG to achieve these goals and expedite our international ambitions."

"With Beauty Works joining the BIG family, we now have a strong market position in the UK and in Europe. BIG is becoming a truly global company, and we will continue to seek out beauty brands that are leaders in their respective category and geography as potential partners," Porter added.

### **About Beauty Industry Group ([www.beautyindustrygroup.com](http://www.beautyindustrygroup.com))**

BIG, established in 2004 and headquartered in Salt Lake City, UT is an industry leader for professionally installed hair extensions and related beauty products. BIG's professional products are sold in more than 1,300 stores throughout North America and its collective brands service more than 30,000 salons across 165 countries.

### **About Beauty Works ([www.beautyworksonline.com](http://www.beautyworksonline.com))**

Headquartered in Cheshire, UK, Beauty Works services over 4,000 of the UK's premium hair salons. Beauty Works also sells its products via its own website. In addition to a broad selection of luxury professional and DIY hair extensions, Beauty Works also has a hair care range of shampoos, conditioners, electronics, and extension care products.