# The Autorité de la concurrence clears the takeover of Cosmeurop, subsidiary of L'Oréal, by Superga Invest

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On 15 February 2021, the Superga Invest group notified the Autorité of its plan to acquire exclusive control of Cosmeurop.

## Parties to the transaction

The Superga Invest group is active, through its subsidiary Superga Beauty, in the luxury perfumes and cosmetics sector. Superga Beauty specialises in the manufacturing and packaging, in subcontracting, of luxury perfumes and cosmetics, as well as in the manufacture of promotional items related to cosmetic products (boxes, brushes, etc.). It operates through the operation of 5 production sites located in the Hauts-de-France region.

Cosmeurop, a subsidiary of the L'Oréal group since the acquisition of the fragrance division of the Clarins group[1], has a production site near Strasbourg where the perfumes under the Azzaro and Mugler brands and their derivative products (deodorants, etc.) are manufactured.

## The transaction is not likely to harm competition

Considering that the transaction is not likely to harm competition, the Autorité cleared the transaction without conditions.

- ***Full text of decision 21-DCC-35 will soon be available on the Autorité's website***

[1] *This transaction was cleared by decision 19-DCC-241 of 13 December 2019 regarding sole control acquisition of certain assets and activities of the Clarins group by L'Oréal group. See press release of 13 December 2019.*

## Contact(s)

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