The Autorité de la concurrence clears the takeover of Aroma Zone group (essential oils, cleaning products and natural cosmetics) by the Eurazeo group

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On 1 June 2021, the Eurazeo group notified the Autorité of its plan to acquire exclusive control of the Aroma Zone group.

Parties

Eurazeo is a global investment group. Eurazeo's portfolio includes around 450 companies of all sizes and from all sectors, such as the Dessange International group which owns the Dessange, Camille Albane and Fantastic Sams' brands. It also controls the company Seqens, which manufactures and markets chemicals, and the company Altaïr, which manufactures and markets cleaning products, the takeover of which was cleared last January by the Autorité (see decision 21-DCC-14).

The Aroma Zone group is active in the production and marketing sector, under its brand, of essential oils, natural ingredients and active ingredients for making home cosmetics, organic beauty products, and natural cleaning products. It markets its products mainly online but also has 7 physical stores in France (Paris, Lyon, Lille, Strasbourg, Metz and Aix en Provence).

The Autorité's decision

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

DECISION 21-DCC-92 OF 17 JUNE 2021

regarding the exclusive control acquisition of Aroma Zone group by Eurazeo group

See full text of the decision

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