



Press Release

FOR IMMEDIATE RELEASE

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EVERGREEN CONSUMER BRANDS ACQUIRES LICENSE FOR BARBASOL® AND PURE SILK® BRANDS

BRAMPTON, ONTARIO and DUBLIN, OH, USA – August 7th, 2017 – Evergreen Consumer Brands (ECB) and Perio Inc. announced today they have entered into a licensing agreement granting ECB use of the Barbasol and Pure Silk brands. Evergreen’s license will extend the iconic Barbasol and Pure Silk brands beyond shave cream and razors into an expanded portfolio of HBA extensions including body wash, lotion and hair care products. The licensing agreement is multi year and was facilitated by Seltzer Licensing, Perio’s exclusive licensing agency.

“The Barbasol and Pure Silk brands have earned incredible loyalty from consumers, driven by an unwavering commitment to product quality and an unbeatable value proposition. Consumer feedback prompted this extension and we are very confident that the products developed with Evergreen Consumer Brands will deliver against the high standards that our consumers expect.” Says John Price, President of Perio Inc.

Evergreen Consumer Brands Co-CEO, Bruce M. Friedman said “Evergreen looks forward to partnering with Perio to leverage these powerhouse brands and our best-in-class manufacturing to bring consumers a wide offering of health and beauty products which promise high quality at an exceptional consumer value. Friedman added, we are appreciative of the efforts of Seltzer Licensing and the confidence of Perio to establish this long-term partnership.”

Evergreen Consumer Brands Co-CEO, Steven M. Immel said “Evergreen is eager to expand the quality inherent in Barbasol and Pure Silk into body wash, lotion, shampoo, conditioner, and other HBA products that the consumer needs and wants. All Barbasol and Pure Silk extensions will be true to the iconic look, feel, and quality consumers have come to love from Barbasol and Pure Silk.”

About Perio Inc

Perio is the parent company of the category-leading shave cream brands, Barbasol and Pure Silk. Barbasol and Pure Silk are now proud to offer NEW Premium Disposable Razors in multiple blade counts including 6-Blade, 3-Blade and Twin Blade. Barbasol and Pure Silk products are available at retailers nationwide. Perio is headquartered in Dublin, OH.

About Evergreen Consumer Brands

Evergreen Consumer Brands has over 30 years of experience in HBA brand manufacturing and distribution. Evergreen owns, develops, and manages its own brands and licenses including Lavoris, Spa Haus, Silkience, Redline, Inspire, Tame and Earthscents. Evergreen distributed its products worldwide in all classes of retail trade.

About Seltzer Licensing Group

Seltzer Licensing Group, www.SeltzerLicensing.com, is a full service global brand licensing agency and marketing consulting firm founded in 1998 and based in New York City focusing on revenue growth for its clients through strategic partnerships. Their services include creation and implementation of licensing strategic plans; acquisition of licenses; evaluation of current licensing programs; market entry analysis, brand valuation and other executions of brand extension strategies.

If you'd like more information about this topic, or to schedule an interview with John Price, Bruce Friedman or Steve Immel, please contact:

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