

## A premium skincare success story joins the world's largest beauty platform

CLIENT  
Inflexion



inflexion

TRANSACTION TYPE  
Sell-side Advisory

TARGET  
Medik8



Medik8

FINAL COUNTERPART  
L'Oréal



L'ORÉAL

### Client description

Inflexion is a leading European private equity firm that partners with high-growth businesses to accelerate their development. Alantra advised on the sale of Medik8 to Inflexion in 2021 and during Inflexion's four-year investment, they supported the brand's international expansion, digital transformation and operational scale-up.

### Deal description

Alantra advised Inflexion on the sale of Medik8, a UK-based premium clinical skincare brand, to L'Oréal, the world's leading beauty company. The transaction marks a major milestone for Medik8, enabling the brand to leverage L'Oréal's global platform to accelerate its growth and innovation journey. Inflexion will retain a minority shareholding as part of the deal.



MATTHEW WISEMAN  
MANAGING DIRECTOR | ALANTRA

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This transaction builds on our earlier advisory work with Medik8 and Inflexion and it's a real source of pride to see Medik8's remarkable growth journey. Supporting our clients across different stages of their development is central to how we work. We're excited to see what Medik8 achieves next with L'Oréal's global platform.”

### A successful outcome

This transaction underscores Alantra's strength in the Health, Beauty & Wellness (HBW) sector, marking its 14th HBW sell-side advisory mandate in the past 16 months. It reflects the firm's deep expertise in beauty and personal care and its ability to deliver high-impact outcomes for fast growing, science-led brands. The sale to L'Oréal represents a strategic success for all parties and reinforces Alantra's role as a trusted advisor in the global HBW space.