

DATE

September 11, 2015

SECTORS

Media & Telecom

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DC Advisory advised TextureMedia on its sale to Ultra/Standard

TextureMedia®



DC Advisory* is pleased to announce that its client, TextureMedia, the largest hair care social media community trusted by multicultural beauty consumers, has been acquired by Ultra/Standard, an industry leader in multicultural hair care and beauty distribution. The combination of Ultra/Standard's distribution relationships with major national retailers like Target and Walgreens, and TextureMedia's network of 26 million consumers across its four portfolio brands, delivers unparalleled service to multicultural beauty consumers through increased product knowledge and consumer education.

TextureMedia retains its leadership and will continue to operate independently from its headquarters in Austin, Tex. With Ultra/Standard's resources, TextureMedia will build out its team, continue to grow its community, increase content production, and forge new brand and media partnerships.

The acquisition recognizes the engaged, passionate network and the consumer insights we have gained over 17 years serving this community. We are excited to have joined forces with another industry pioneer to reach more of the approximately 70 million adult textured-hair women in the U.S.

Crista Bailey
CEO, TextureMedia

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