



PACIFICA RECEIVES GROWTH EQUITY INVESTMENT FROM ALLIANCE CONSUMER GROWTH

Carpinteria, California (September 30, 2016) – **Pacifica Beauty LLC**, a pioneering leader in effective natural beauty products, announced today that it received a significant minority investment from leading consumer-focused growth equity fund Alliance Consumer Growth (“ACG”). ACG’s investment will enable Pacifica to fuel continued product innovation and distribution expansion of its accessibly priced, premium beauty collections.

Founded in 1997 by dynamic wife and husband team Brook Harvey-Taylor and Billy Taylor, Pacifica’s product portfolio spans several beauty sub-categories including skin care, cosmetics, bath and body, fragrance, hair care, and nail care products. Truly one of the original “indie brands”, Pacifica’s devout fan following stems from a longstanding, genuine commitment to delivering a powerful beauty experience without compromising product quality, wellness, and sustainability. Pacifica’s natural focused beauty products are currently sold in leading retailers including ULTA, Target, Whole Foods Market, Sprouts and others. As an innovative, vegan, cruelty-free and award-winning brand, Pacifica is at the forefront of the ‘better-for-you’ beauty revolution.

“ACG and Pacifica are a perfect match. We both have been innovative in our respective industries and have worked on the fringes of mainstream. What ACG saw in Pacifica was not a hero sku, but a true lasting brand,” said Brook Harvey-Taylor, Co-founder of Pacifica. “While ACG’s portfolio is impressive, it’s their super optimistic spirit and love of great products that made us want to partner.” Billy emphasizes, “We weren’t just looking for money, we wanted a shared vision for the future. They’re big picture people and we’re a brand with big plans.”

“Brook and Billy and the Pacifica team have built a truly impressive brand,” added Julian Steinberg, Managing Partner of ACG. “ACG couldn’t be prouder to partner with Pacifica to help fuel the next stage of their growth story.”

Vennette Ho, Managing Director at Financo, served as financial advisor to Pacifica. “Vennette was amazingly helpful,” says Brook Harvey-Taylor. “She likes to compare deals to romantic comedies and put things in terms that made sense. She called ACG ‘the John Cusack character’ in one of my all-time favorite movies, *Say Anything*. They were there with the boom box at the end making this happen”.

About Pacifica

Pacifica is a dreamy, vibrant and trend-setting lifestyle brand imagined by the couple on a way home from a surf trip. They believed that product should always be king, and at the heart of everything is compassion and respect. Brook is the brand visionary and carefully oversees product development with a distinctive point of view and an unwillingness to settle for anything that does not perform to her highest standard. Pacifica proves that great products do not have to come at great prices – to women, animals or the planet. This commitment has made the company a staple in natural beauty since the beginning. And after nearly 20 years of innovation, effective products and sustained growth, Pacifica has proven to be the breakout brand that truly bridges naturals and mainstream beauty. www.pacificabeauty.com

About Alliance Consumer Growth

Alliance Consumer Growth ("ACG"), with offices in New York and Los Angeles, is a leading growth equity fund that provides capital and value-added partnership to the most promising emerging consumer product and retail brands. Notable brands that ACG has successfully partnered with include Babyganics (subsequently acquired by SC Johnson), Shake Shack (subsequently completed an IPO as NYSE: SHAK), Suja Juice (subsequently acquired by The Coca-Cola Company), KRAVE Jerky (subsequently acquired by The Hershey Company), EVOL Foods (subsequently acquired by Boulder Brands), barkTHINS (subsequently acquired by The Hershey Company), Kriser's Natural Pet, PDQ Restaurants, Tata Harper Skincare, The Honest Kitchen, Tender Greens, Way Better Snacks, NUDESTIX and Cookie Chips. www.acginvestors.com

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