

COMMERCE

Puig snags majority stake in Dr. Barbara Sturm skincare

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The acquired company's eponymous founder, the doctor herself, will retain a minority stake in the brand. Image credit: Puig

By LUXURY DAILY NEWS SERVICE

Spanish fashion and fragrance business **Puig**, the parent company of Carolina Herrera and Nina Ricci, is tapping into beauty's M&A movement.

Its leaders have announced the acquisition of Dr. Barbara Sturm, taking a majority stake in the high-end German skincare brand. The move aims to assert Puig's standing and competitive play in the prestige space.

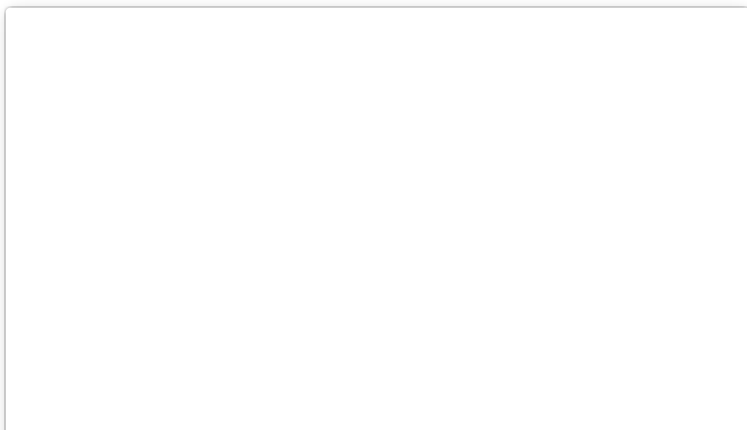
Beauty rush

Founder Dr. Barbara Sturm will retain a non-controlling interest in the skincare, body and haircare supplement company, continuing leadership as chief product development officer and brand ambassador.

The doctor behind the label has shared her anti-inflammatory expertise with the world since starting the venture in 2014. Expansive digital strategies and a global retail network have extended its reach.

After debuting a bricks-and-mortar boutique and spa concept in West Hollywood in 2020, Dr. Barbara Sturm began opening locations worldwide to offer "high-performance treatments" to clients.

Ranging in price, products such as Dr. Barbara Sturm's Super Anti-Aging Serum, priced at \$370, place molecular science and advanced formations at the core.



[View this post on Instagram](#)

A post shared by Puig (@puig_official)

Last year, American entrepreneur Oprah Winfrey joined a round of high-profile company financiers as science-backed, solution-based brands prevail as the shining stars of luxury.

Many are tapping experts as brand ambassadors and spokespeople. Some are even forming boards specifically for these hires, naming them official advisors ([see story](#)).

Other corporations are, like Puig, buying up stakes in houses founded by scientists and doctors ([see story](#)), upping reputability, supporting advertised claims and responding to the growing trend of lab-proven beauty in the process.

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