**Innovative Beauty Group (IBG) expands with acquisition of Roberts Beauty, a Los Angeles-based, privately-owned full-service provider, to strengthen US West Coast footprint**

*Paris/Los Angeles, January 8th, 2024* – IBG, the Innovative Beauty Group owned by Albéa, announces today the acquisition of Roberts Beauty, a privately-owned full-service provider specializing in custom-designed packaging and turnkey solutions, headquartered in Los Angeles. This acquisition reflects IBG’s strategy of building extended ecosystems of partners and specialists to access specific market segments and regions.

Bret Hadley, Roberts Beauty’s CEO commented: “Our team at Roberts Beauty is excited about the opportunities that come with joining forces with IBG. We are confident that brands will gain considerable value from this partnership. IBG brings a dynamic new vision to the beauty space along with a specific approach to customer development. We believe Roberts Beauty will be an excellent growth platform for IBG on the West Coast, and we are delighted to combine our capabilities from US, China, Korea and 40+ years of success with the IBG team.”

“With Roberts Beauty, we are strengthening our Los Angeles IBG team while creating an interesting cross-selling platform that uses both our areas of expertise to enhance service for each customer's portfolio,” explains Xavier Leclerc de Hauteclocque, CEO Innovative Beauty Group. “Roberts Beauty’s activity fits in perfectly with the strategy and positioning of IBG by completing our existing offerings: Orchard Custom Beauty for turnkey solutions in Americas, Europe and Asia, and Fasten Packaging for turnkey and packaging solutions in Europe and Americas. In addition, Roberts Beauty brings its own ‘boutique innovation lab’ where customers can work directly with chemists to develop original formulas tailored to their brand’s specifications – a real added-value in terms of efficiency and time management.”

Roberts Beauty was founded in 1979 and employs 30 people.

Media contacts

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**About Innovative Beauty Group (IBG)**With a global team of 300 beauty experts, IBG empowers all its clients with strategic partnerships that bring visions to life, and products seamlessly to market. We can support brands, beauty retailers, discount & mass retailers with every product category they need to get ready for retail.

We provide 360° project management service and work as an extension of your team - so you can save time, money and hassle.

Consisting of two key brands - Orchard Custom Beauty, FASTEN Packaging and a Brand incubator created in 2022- IBG helps businesses create quality beauty products.

* With **Orchard Custom Beauty** we develop solutions as an extension of customer’s team. From design and development of complete Private Label ranges to manage specific categories as accessories, gift with purchases to increase customer efficiencies.
* With **Fasten Packaging** we (i) Develop standard platforms and bespoke products to optimize costs, (ii) Restyle complete product range in all materials to boost sales, (iii) Design Innovative concepts to disrupt the beauty market.
* With our **Brand Incubator** we co-develop Own Brands in partnership with retailers, individuals and we co-invest in early-stage brands looking for our talents and resources.

Sustainability & Design are at the heart of everything we do. All IBG business units have been certified by Ecovadis.

https://innovativebeautygroup.com/

**About Roberts Beauty**

Roberts Beauty, a recognized industry leader in packaging design and formula development, is known for turning beauty concepts into best-selling products. Based in Los Angeles, CA, the company prides itself on having some of the best and brightest creative talent in the industry. They provide a full-circle approach to transform beauty concepts into bestsellers by utilizing their global team of packaging designers, engineers, quality assurance, regulatory experts, and account managers to oversee projects every step of the way.

Roberts Beauty is celebrated for its innovative approach to packaging, being a preferred partner and expert in utilizing Oceanworks® materials for beauty packaging formats. Their unique expertise allows beauty brands to integrate sustainable solutions seamlessly into their product lines, contributing to a cleaner and more responsible industry.

https://www.robertsbeauty.com/