

Haynes Boone Advises The Lash Lounge in Sale to The Riverside Company

March 20, 2024 Maral Kilejian, John McGowan, Ryan Ward

PRACTICES Real Estate, FDA Regulatory and Compliance, Intellectual Property, Tax, Labor and Employment, Environmental, Employee Benefits M&A, Mergers and Acquisitions

A Haynes Boone deal team led by Partners [Maral Kilejian](#) and [John McGowan](#) and Associates Kate Register and [Ryan Ward](#) advised The Lash Franchise Holdings, LLC in its sale to The Riverside Company.

Established in 2006, Lash Lounge is a pioneer in the eyelash sector, quickly growing to 129 locations in operation across 31 states as the premier eyelash salon franchise, specializing in custom lash extensions, lash lifts, tinting, threading and other ancillary services. The acquisition, structured as a membership interest purchase, will be the third for Riverside's platform, Head to Toe brands, designed to be a leading multi-brand franchisor of beauty and personal care services franchises.

"We are thrilled to have played a pivotal role in facilitating this transaction for The Lash Lounge," said McGowan. "Our firm is committed to teamwork throughout complex transactions, working with our clients for precision and excellence."

The Haynes Boone deal team received assistance from Partners [Don Shiman](#) (tax), [Lauren White](#) (tax), [Raquel O. Alvarenga](#) (labor and employment), [Suzie Trigg](#) (FDA), [Scott Thompson](#) (employee benefits), [David Taubenfeld](#) (insurance), [Mary Mendoza](#) (environmental), Counsel [Michael Gaston-Bell](#) (labor and employment), and Associates Dan Collins (tax), [Sean Lewis](#) (labor and employment), [Kayla Cristales](#) (FDA), Alex Roldan (employee benefits), [Annie Allison](#) (intellectual property), and [Abby Johanson](#) (real estate).

About Haynes Boone

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