Haynes Boone Guides KMI Brands Through Sale of Noughty Haircare Business

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Haynes Boone advised KMI Brands Limited on the sale of its Noughty Haircare business to Komerz Ltd, marking a significant milestone for the brand as it enters its next phase of growth.

Noughty Haircare is a well-established natural haircare brand specializing in vegan, cruelty-free and plant-powered haircare products, with a strong presence across the United Kingdom and international beauty markets. Founded in 2016, the company is built on a commitment to transparency, offering clear insight into the science, ingredients and formulation decisions behind its products.

The Haynes Boone team advising KMI Brands through the sale was led by London Corporate Partner **Lesley Gregory** and Counsel **Natalie Georgiou**, with support from Associates **Michael Byrne** and **Caroline Vickers** and Trainee Solicitor **Ziv Gould**.

"We were delighted to support KMI Brands on this strategic transaction and help bring the deal to a successful conclusion," said Gregory. "This transaction reflects the strength of the Noughty brand and positions the business well for its next chapter."

“This asset sale and purchase transaction was handled efficiently and professionally by Haynes Boone,” said Herbie Dayal, founder of KMI Brands. “They were able to offer intelligent commercial solutions, alongside the legal framework, to enable the transaction to complete successfully and within a meaningful timeframe.”

This transaction is the latest for the firm’s London office, which continues to expand in headcount and capabilities while driving **increased deal activity** across key practice areas, including consumer, real estate, finance, digital infrastructure and energy.

Haynes Boone’s **M&A Practice Group** has comprehensive experience handling middle-market deals, having helped clients close more than 500 transactions in the last five years, with an aggregate value exceeding $50 billion.

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