

— HOUSE OF —  
**COSMETICS**  
DEVELOPING & PRODUCING · SINCE 2001

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## International dream has come true: Ecooking and House of Cosmetics get new strategic partner

Ecooking and House of Cosmetics, which are among Denmark's biggest and most successful beauty brands and were founded by Tina Søgaard in Bjert, a small town close to Kolding in Jutland, Denmark, get a new strategic partner. The sale follows a year of unprecedented earnings and is the next step in realising the dream of becoming the largest skincare and beauty brand ever created in Denmark. The London-based British investment company Bluegem Capital Partners has acquired 70% of the two companies, while Tina Søgaard still owns 30% and will remain as development director and as a member of the board of directors.

Bluegem Capital Partners is the new strategic partner of 70% of Ecooking and House of Cosmetics. Bluegem invests in consumer brands and specialises in fashion and beauty, for example, the department store Liberty London and the cosmetics brands Iconiq and QMS. Bluegem Capital Partners comprises a team of experienced investors with a proven track record in building successful brands. Tina Søgaard wants to draw on this experience to realise her dream for Ecooking.

### Dreaming big pays off

"It's a really good day for Ecooking and House of Cosmetics. To some people it may seem like a paradox to talk about my dream for Ecooking now that I'm sharing my life's work, but for me, it's not about owning the company. It's about fulfilling the vision I have: To reach as many people as possible with the products I'm so proud of. To do that I have to bring a new strategic partner on board, and it has to be the right strategic partner. Marco and his talented team will enable me to share a little more of Denmark with the world through Ecooking. It's taken me many months to reach this decision, and I'm so happy to be able to announce the news today. I feel confident that we've only just begun on a fun and exciting journey," says Tina Søgaard, founder of Ecooking.

A few weeks ago, House of Cosmetics, which produces private-label skincare and beauty products, and Ecooking announced record earnings for 2020, showing a fivefold increase of turnover from 2018 to 2020. And with equity capital of DKK 13.6 million, the company is now ready to break into new markets abroad.



 /ecooking

Ecooking is luxury for your skin with a focus on effect and quality. Our products are created to deliver results and with natural and organic ingredients. Our vision is to create products with you and the environment in mind. Our product range is designed in Denmark and originally filled by hand at our own little factory.

 @ecooking



Learn more at:  
**ECOOKING.COM**

Marco Capello, managing partner at Bluegem, says, “When I first visited Ecooking, I was immediately inspired by Tina’s passion for the products and the ultimate success she and her team have delivered. It has become clear to me that through our aligned values, we have a common outlook regarding the vast potential and development awaiting House of Cosmetics and Ecooking. Leveraging Bluegem’s international experience and digital expertise, we are very excited for our forthcoming journey together. The acquisition of Ecooking and House of Cosmetics is a landmark for Bluegem as our first Nordic investment and we could not have hoped for a better company.”

### About Ecooking

House of Cosmetics (2014) and Ecooking (2016) were founded by Tina Søgaard. The shared vision of the two companies is to create products that work and that contain as many natural and organic ingredients as possible – produced with consideration for the environment and sold at affordable prices. Made in Denmark by an experienced and passionate Danish manufacturer, who started out by hand-filling the containers herself in her small factory. Today Ecooking is present in 32 markets, employs a staff of 62, and sold 4.1 million products in 2020.

### About Bluegem Capital Partners

Bluegem Capital Partners is a European private equity fund that was founded in 2007 and has over €500 million of assets under management. Bluegem Capital Partners exclusively invests in consumer brands with a strong growth potential, and is proud of being a responsible and pragmatic investor and a true partner for founders and management teams in growing and improving their businesses (United Nations Principles for Responsible Investment (PRI)).

### Media contacts for Ecooking and House of Cosmetics

Camilla Sebelius, tel.: + 45 29 93 44 56 for further information, images and requests for interviews, etc.



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