



TOCG acquires the Danish beauty company Hairlust, adding an iconic brand in the premium haircare segment

19 September 2025

The Organic Consumer Group (TOCG), a portfolio company of Damier Group, acquires 100% of the share capital of Hairlust, one of the biggest Danish beauty companies. Founders Rasmus Serup and Sofie Tidemand will remain actively involved in the business, having made a significant reinvestment at the TOCG BV level.

Founded in 2017 with its headquarters in Copenhagen, Hairlust is a company active in the premium haircare segment with a unique value proposition, offering high quality products with clean/green formulations. Mainly sold through its own direct-to-consumer (D2C) web shop, the company has also gained listings in renowned beauty retailers and department stores, solidifying its status as a high quality haircare brand known for its leadership in innovation and best-in-class customer support.

With this acquisition TOCG further strengthens its presence in the Scandinavian market while significantly expanding the group's D2C capabilities, which will be leveraged across the portfolio. As a pioneer in influencer marketing and a leader in the hair gummy category in the Nordics, Hairlust has consistently been at the forefront of trends in premium haircare, backed by a strong sustainable identity and company culture.

TOCG will support Hairlust's continued ecommerce expansion across Europe and will also invest in accelerating the brand's retail footprint by deploying its in-house expertise and resources. The founders will continue to lead the company while also contributing to the broader TOCG group by sharing their knowledge to support other brands within the portfolio.

Founded in 2022, TOCG aims to become a leading player in the European natural and clean beauty and personal care space by partnering with like-minded entrepreneurs and brands. The group was established to counter the growing issue of greenwashing in the industry and to create a value-driven ecosystem that benefits all stakeholders. As part of this commitment, all TOCG portfolio companies are certified B Corps, with a focus on strengthening ESG standards.

In addition to strong organic growth, TOCG is actively pursuing acquisitions of complementary beauty and personal care brands to unlock synergies and build on the momentum in the sector.

Henry Vindevogel, President and Co-founder of TOCG, said: *"We are thrilled to welcome Hairlust to the TOCG family and look forward to supporting the team through the next phase of growth. This long-term partnership will not only enhance our D2C capabilities but also add a high-potential segment in green and clean haircare to our portfolio."*

An Driesens, CEO of TOCG, added: *"This acquisition marks another important milestone in our ambitious growth strategy. We warmly welcome the Hairlust team to TOCG and look forward to working closely together to scale the brand and expand its international reach. With this step, TOCG's consolidated revenues will exceed EUR 60 million, bringing us closer to our goal of becoming a leading player in natural beauty and personal care in Europe."*



Rasmus Serup, Co-founder and CEO of Hairlust, said: *"We are incredibly excited to join TOCG and proud to become part of a group of strong international brands that share our passion for natural and sustainable beauty. With TOCG behind us, we gain access to new resources, knowledge, and a network that will help us accelerate our growth. We see TOCG as the perfect partner and look forward to taking Hairlust to the next level together."*

About Hairlust

Founded in 2017 by Rasmus Serup and Sofie Jalk Tidemand, Hairlust is a pioneer in the premium haircare segment, specifically marketed through influencer marketing and other D2C marketing channels. Over the years the company has grown into a well known brand in the space, listed at various renowned beauty retailers and department stores.

About TOCG

TOCG was founded in 2022 following the acquisition of Dr. Organic which resulted from the carve out of the Bountiful Company which was sold by KKR and Carlyle to Nestle. Since then the group has done multiple acquisitions within the beauty and personal care space acting as a consolidator and true accelerator for brands in the natural/clean segment. The current portfolio includes well known brands like Dr Organic, Aloe Dent, la Saponaria and Satin Naturel.

About Damier Group

Damier Group is the Belgian based family office of serial entrepreneur Yvan Vindevogel. The family office mainly specializes in investing and building out platforms in Europe which anticipate and take advantage of long term trends, leveraging its decade long experience and track record in consumer healthcare and the wider consumer space. This includes amongst others Cooper Consumer Health, Vision Healthcare, Omega Pharma, ... www.damiergroup.be

For more information contact

Henri Vindevogel: henri.vindevogel@damiergroup.be

Henri Vermeersch: henri.vermeersch@damiergroup.be

Yvan Vindevogel: yvan.vindevogel@damiergroup.be



Hairlust