



San Francisco Equity Partners Acquires Japoneseque, the Leader in Artistry-Inspired Beauty Tools and Color Cosmetics

San Francisco, CA – March 31, 2015 – San Francisco Equity Partners (SFEP), a private equity firm exclusively focused on expansion-stage companies in the consumer industry, announced today that it has acquired a majority stake in beauty company Japoneseque. SFEP is partnering with current Japoneseque owner Karen McKay, an industry leader in the beauty tools category, to capitalize on the extraordinary momentum in the business.

Japoneseque is a company with a deep heritage of creating cutting edge beauty products inspired by the professional makeup tools used in Kabuki theatre in Japan. Japoneseque’s product line includes makeup brushes, eyelash curlers, tweezers, makeup cases and other beauty accessories. The company has recently launched into color cosmetics with great receptivity from retail partners, consumers and professional makeup artists. The collection combines high-impact fashion color with pro performance, flawlessly refined complexion formulations. The unprecedented color and long wear textures are housed in one-of-a-kind luxurious packaging. Japoneseque products can be found at leading retailers in the prestige beauty, drug, and mass channels.

“Japoneseque has experienced tremendous growth over recent years,” said Scott Potter, Managing Partner at San Francisco Equity Partners. “Karen and Japoneseque are recognized leaders in the beauty category and we look forward to providing Karen with the financial, strategic and operational support to capture the exponential growth opportunities in front of the company.”

“We were seeking a partner to help Japoneseque fully capitalize on the recent expansion of our distribution channels and the increasing demand for our beauty program. Given SFEP’s proven track record of working with consumer growth companies at a similar stage of development such as Method Home, Yes To, and ICU Eyewear, they were an obvious choice for Japoneseque,” said Karen McKay, President and CEO of Japoneseque.

Aspect Consumer Partners, LLC acted as exclusive financial advisor to Japoneseque in connection with the transaction.

About Japoneseque

Japoneseque (www.japoneseque.com) has earned the reputation of creating the most versatile, innovative and distinctive makeup brushes and beauty accessories in the industry. Japoneseque’s professional makeup tools and bold, bespoke cosmetics are more than just accessories to beauty. They elevate the user’s experience. Japoneseque

encourages everyone to create beauty together. Favored by celebrated makeup artists and beauty professionals worldwide, Japonesque products are crafted with precision in mind. Exceptional materials, superior craftsmanship and their uncompromising standards have allowed them to create some of the most desired beauty accessories in the world for their customers.

About San Francisco Equity Partners

San Francisco Equity Partners is a private equity firm exclusively focused on consumer growth companies. SFEP partners with consumer brands that have reached an inflection point in their development, where they can benefit not only from growth capital, but also from SFEP's operational, financial, and industry experience. For more information please visit www.sfequitypartners.com.

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