



# ROSEWOOD

## PRIVATE INVESTMENTS

## Rosewood Private Investments Announces Acquisition of Herbs, Etc.

**January 16th, 2024 | Dallas, TX** – Rosewood Private Investments ("RPI" or "Rosewood") is pleased to announce the acquisition of Herbs, Etc. ("Herbs").

Based in Santa Fe, New Mexico, Herbs, Etc. is a manufacturer and marketer of Herbal supplements, specializing in liquid tincture and soft gel product formats. The Company has a rich history in the herbals space, having operated for over 40 years while led by the CEO and herbalist, Daniel Gagnon. Herbs has a unique product portfolio of herbal blends focused on specific conditions (e.g. sleep, lung health, and immune support), the majority of which were developed by Daniel himself.



Paul Richardson, CEO of ILS Brands, said, "The acquisition of Herbs, Etc. by Rosewood marks a significant milestone for both organizations. Daniel Gagnon's unparalleled expertise and Herbs, Etc.'s unique product offerings resonate deeply with consumer preferences for natural health solutions. Together, we anticipate leveraging this synergy to propel Herbs, Etc. to new heights, further enhancing its market presence and product innovation."

Specializing in liquid tincture and soft gel product formats, Herbs, Etc. has established a strong presence in the natural health food specialty channel and has expanded its reach through direct-to-consumer sales on Amazon and its proprietary website. This acquisition aligns seamlessly with Rosewood's strategic focus on investing in companies that demonstrate innovation, quality, and growth potential in the health and wellness sector.

### **About Rosewood Private Investments:**

Rosewood has a long history of investing in and creating value within numerous industries. RPI's approach to working with operating partners to strategically grow companies through acquisitions and organic means has proven successful for all stakeholders. Our current holdings are focused on fire & life safety services, IT services, nutrition & wellness, manufacturing technologies, and industrial services. In addition to these areas, we are pursuing new platforms in transportation & logistics, specialty chemicals, and outsourced business services, among others. We welcome any information about investment opportunities within these verticals. Visit [www.rosewoodpi.com](http://www.rosewoodpi.com) to learn more.

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### ROSEWOOD OVERVIEW

Rosewood Private Investments is the private equity arm of The Rosewood Corporation. The corporation is a multi-billion dollar family-owned enterprise headquartered in Dallas, Texas, with diverse, global investments whose mission is to acquire and develop market-leading private businesses. Funded by a pool of capital assembled in the 1930's and built upon over generations through holdings in natural resources, real estate, manufacturing, and industrial companies, our structure as an evergreen entity allows Rosewood to continually invest capital in businesses that share our commitment to entrepreneurship, integrity and sound business principles.

Rosewood Private Investments | [www.rosewoodpi.com](http://www.rosewoodpi.com)

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