

Weinberg Capital Partners acquires a majority stake in Cosmogen, a leading primary packaging expert for the beauty industry

Weinberg Capital Partners has reached an agreement with MBO+ to become the new majority shareholder of Cosmogen, a company specializing in high-value innovative application solutions. This investment represents the third transaction of the LBO WCP#4 fund, which is supported by WCP Co-Invest, a new co-investment vehicle launched in September, and BNP Paribas Développement.

Thanks to its innovation-driven DNA and expertise in eco-design, Cosmogen has become a leader in designing technical applicators, brushes, and accessories for cosmetic brands. The company has developed a broad catalog of patented products and customized solutions. It is particularly renowned for its ability to offer application systems that meet brand differentiation strategies and the growing interest in cosmetics rituals and new gestures.

Cosmogen serves prestigious clients in the beauty sector, including major international brands such as L'Oréal, Clarins, Caudalie, Dior, as well as high-growth niche brands. More recently, Cosmogen successfully entered the pharmacy market by offering a dedicated range of packaging.

Under the leadership of Priscille Allais, CEO since 2019, Cosmogen has experienced strong organic growth, with a turnover of nearly 25 million euros in 2024. The company is highly committed to ESG, as demonstrated by its latest innovations, which are 100% eco-designed and dismantlable to improve the lifecycle. At the end of 2022, Cosmogen achieved a significant milestone by becoming a "Entreprise à mission". The company has 30 employees spread across Paris, Asia, the United States, and Brazil.

This investment meets all the criteria sought by the LBO WCP#4 fund: a B2B service company in a sector where Weinberg Capital Partners has extensive expertise, a mature ESG approach, and a model built around client satisfaction. Finally, the LBO team, which has completed over 100 external growth operations for its portfolio companies, will support Cosmogen in consolidating its sector in France and internationally.

Paul Cordahi, Director at Weinberg Capital Partners, states: *"Priscille Allais has done an outstanding job positioning Cosmogen as a unique player in a dynamic market. Its reputation among major brands and its wealth of expertise will enable Cosmogen to continue its strong growth trajectory. This prominent customer capital' is what attracted us. After our investment in 2023 in the niche fragrance brand Juliette Has a Gun, we are delighted to strengthen Weinberg Capital Partners' presence in the beauty sector with Cosmogen."*

Priscille Allais, President and CEO of Cosmogen, adds: *"The teams are thrilled, fully committed, and motivated to drive this new phase of growth with Weinberg Capital Partners. Their investment endorses our vision and strategy. It will allow us to accelerate Cosmogen's development leveraging on what makes us successful today: our culture, our values, our innovation capacity, our high standards, and our dedication to our clients."*

Weinberg Capital Partners

The right time – The right team

About Cosmogen

"To innovate responsibly for safe and sustainable beauty with respect for the people and the environment."^{*}

As a "company with a mission"^{*}, Cosmogen is the global expert in innovative, patented and responsible application solutions for cosmetic brands, and now pharmacy. Its expertise is recognized in four complementary categories: packaging with built-in applicators, brushes, accessories and dispensing intended for skin care, make-up, fragrance and hair. Its ID "Innovation & Development" department detects and anticipates market trends to design innovative and patented products, focused on expert application of cosmetic formulas to create a new consumer experience and improve efficiency and use. In line with its CSR approach, 100% of Cosmogen's innovations comply with 3Rs: Reduce, Reuse, Recycle. Specifically, this results in packs and applicators that can be dismantled, recycled and / or refillable, and made of recycled material. Furthermore, the team has been trained in eco-design and in CSR requirements in innovation. Cosmogen has developed internal software to evaluate the life cycle analysis of its products. Cosmogen is present in Europe, North America, Latin America, and Asia to inspire its clients and support their projects.

^{}In 2022, Cosmogen has adopted the French legal status of "Société à mission": to innovate responsibly for safe and sustainable beauty with respect for the people and the environment.*

About Weinberg Capital Partners

Founded in 2005, Weinberg Capital Partners is an independent investment company historically active in buy-out capital, which expanded its field of intervention to real estate assets in 2008, and has been investing since 2015 in the capital of listed French SMEs/mid-caps as a minority shareholder with an active, friendly and long-term approach. In 2020, Weinberg Capital Partners added its capacity to invest in SMEs/mid-caps with a minority strategy focused on sustainable development issues, which offers extra-financial support known as impact, to better prepare companies for environmental and societal challenges. In 2023, Weinberg Capital Partners created a new fund, Eiréné, dedicated to the development of SMEs/mid-caps in the security and defense sector. In 2024, the company continued its growth in private equity with the launch of a co-investment fund, WCP Co-Invest.

With €1,8 billion of assets under management, Weinberg Capital Partners is a significant player in the mid-market equity segment in France.


Weinberg Capital Partners is a signatory of the PRI, a member of the International Climate Initiative and an active responsible investor.

★★★★★ with a score of 92/100 in the PRI Direct – Private Equity category.

★★★★☆ with a score of 87/100 in the PRI Direct – Real Estate category.

Weinberg Capital Partners supports Télémaque, an association for equal opportunities in education.

For more information: weinbergcapital.com.

 [Follow us on LinkedIn.](#)

Contacts

- **Press**

Bérengère Beaujean
Head of Communications
berengere.beaujean@weinbergcapital.com
+ 33 7 85 58 29 73

- **Investors relations**

Alain Biquard
Development and Investor Relations Manager
alain.biquard@weinbergcapital.com
+ 33 7 86 36 90 79