

# BMA AND PINHEIRO NETO ACT IN THE DEAL BETWEEN BOTICÁRIO AND TRUSS

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**Category:** [Deal & transactions](#)

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**BMA - Barbosa, Müssnich Aragão Advogados** advised Manuella Bossa in the sale of Grupo Truss Professional's companies, a leading Brazilian brand in the segment of hair products with presence in more than 50 countries, to Grupo Boticário, which was advised by **Pinheiro Neto Advogados**.

The operation involved a competitive process with different structures for potential financial and strategic investors, and the sale of companies located in Brazil and Florida, USA.

The transaction is subject to the usual conditions precedent, among them the approval of the transaction by CADE.

BMA Advogados relied on partners **Carlo Sivieri de Assis Rocha, Barbara Rosenberg, Camilla Paoletti and Franciny de Barro** (pictured in the top from left to right); associates Maria Donati, Thaís Ruggeri Giancotti, Maria Amaral de Almeida Sampaio and Andrea Oliveira.

Pinheiro Neto advised Grupo Boticário and relied on partners **André Bernini** (pictured bottom left), **Leonardo Baptista Rodrigues Cruz** (pictured bottom right) senior associate Rodolfo F. Schreuders and associates Josue Poppi Carvalho and João Pedro Silveira de Mello.