

Clean Personal Care Powerhouse Blue Zebra Brands Expands Portfolio with Renowned Face Mask Company, FaceTory

Leading Natural Care Company Expands its House of Brands and Commitment to Clean Beauty and Personal Care with Acquisition of Popular K-Beauty Brand

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/EINPresswire.com/ -- Blue Zebra Brands, a leading provider of natural care products including [Fresh Monster](#) and [Mighty Mutt](#) brands, announced its acquisition of leading clean Korean beauty skin care brand, [FaceTory](#).



The strategic move broadens Blue Zebra's product portfolio and expands its target market while maintaining a deep commitment to clean ingredients and superior product performance. As part of the acquisition, FaceTory's signature face mask lines and skincare products will be seamlessly integrated into Blue Zebra's brand portfolio and operations.

Founded in 2014 by CPG industry veterans Irena Todd and Jean Sim, and supported by key investment partner Harbinger Ventures, Blue Zebra Brands has consistently achieved double-digit growth. Fresh Monster, a clean personal care brand designed specifically for kids, aims to keep bath time free from toxins. The company's launch of Mighty Mutt, addressing a similar gap in the dog-grooming space with toxin-free products, provides safe, high-performance results for health-conscious pet owners.

FaceTory was founded by visionary entrepreneurs Chan Ho Park and Sang Lee. Harnessing their passion for innovation and retail e-commerce, the brand quickly carved out a niche in the beauty industry with its skin-friendly face masks. The brand experienced rapid growth and instant popularity among Gen Z consumers seeking clean-ingredient K-beauty products. This sale marks FaceTory founders' second successful exit.

"We are thrilled to welcome FaceTory to the Blue Zebra family," said Irena Todd, Co-Founder of Blue Zebra Brands. "This acquisition, facilitated by the M&A advisors at Pulsar, allows us to connect with a broader audience, especially as Fresh Monster's audience matures and becomes more conscious about their skin health. With our shared philosophy of making high-quality,

natural products accessible to everyone, we will continue to innovate and positively impact the lives of our consumers."

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About Blue Zebra Brands

Blue Zebra Brands is a leading consumer goods company founded by former Unilever brand leaders. The company's portfolio includes Fresh Monster, Mighty Mutt, Mighty Meow, and the newly acquired FaceTory. Blue Zebra Brands offers natural, clean, high-performance products at accessible prices.

About FaceTory

FaceTory is a K-beauty face mask company founded by DTC and consumer goods entrepreneurs. Known for its innovative and effective skin care solutions, FaceTory has quickly become a favorite among consumers seeking high-quality beauty products.

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