

Venture Life Group plc Acquires FemiClear and CUROXEN and Appoints Janet Carter Smith to Lead US Expansion

Acquisition establishes a scalable U.S. self care platform; appointment of an experienced consumer health leader reinforces long-term U.S. commitment.

LONDON, UNITED KINGDOM, August 13, 2026 /EINPresswire.com/ -- [Venture Life Group](https://www.venturelifegroup.com) plc ("Venture Life" or "the Group"), the UK headquartered, AIM listed international consumer self care company, announces the acquisition of the [FemiClear](https://www.femiclear.com) and CUROXEN brands from OrganiCare Nature's Sciences, LLC. Alongside the transaction, the Group confirmed the appointment of Janet Carter Smith as Commercial General Manager, Venture Life USA, to lead the establishment and growth of its owned US commercial platform.



Venture Life and FemiClear Intimate Health Solutions

Together, the acquisition and appointment mark Venture Life's boldest move yet into the United States — pairing a scalable, established brand platform with dedicated US leadership to accelerate the Group's global, science backed portfolio in the world's largest self care market.

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Our vision is to build Venture Life USA into a leading consumer self care company.”

*Janet Carter Smith,
Commercial General
Manager, Venture Life USA*

A SCALABLE PLATFORM IN US WOMEN'S INTIMATE HEALTH

The acquisition further strengthens Venture Life's position in women's intimate health and establishes a broader commercial platform in the United States. FemiClear

addresses a range of common gynecological conditions — including bacterial vaginosis, genital herpes, yeast and urinary tract infections — while also supporting broader vaginal health. CUROXEN provides infection protection solutions for wounds and mouth sores.

The brands are currently sold in the US through major retailers including Walmart, Walgreens, CVS and Target. FemiClear is the larger of the two and is the No.1 natural brand within the US FemCare market. Six members of the OrganiCare team will join Venture Life, supporting the development of an owned US platform that can be leveraged to accelerate the growth of the Group's wider brand portfolio.

The acquisition aligns strongly with the Group's strategy and materially strengthens its position within women's intimate health by:

- establishing immediate scale and presence in the US market;
- expanding access into additional gynecological treatment categories;
- complementing the Group's existing Balance Activ brand with significant adjacent category opportunities; and
- providing a meaningful and compelling entry into a \$0.7bn US feminine treatment retail opportunity.

Venture Life expects the acquisition to unlock meaningful revenue and operational synergies, including leveraging established distribution relationships to accelerate growth of other Venture Life brands in the US, cross utilizing expertise, intellectual property and product development capabilities, and delivering efficiency gains across operations and technology. These benefits are anticipated to materialize progressively from calendar year 2027 onward.

DEDICATED US LEADERSHIP: JANET CARTER SMITH

The Group has appointed Janet Carter Smith as Commercial General Manager, Venture Life USA. With a career built at the intersection of natural health, retail strategy and brand building — including direct experience with the FemiClear and CUROXEN brands — Janet brings deep US market expertise and a clear vision for growth.

Under her leadership, Venture Life USA will build in layers: consolidating and accelerating the existing US presence, thoughtfully introducing the Group's global portfolio, and bringing retailers differentiated, science backed solutions that drive real category performance. Health & Her, the UK's No.1 menopause supplement brand, is already translating into retail success at CVS, while Lift offers a fast acting, precise 15g glucose shot purpose built for the millions of Americans managing diabetes.

"The FemiClear and CUROXEN brands are highly complementary to our women's intimate health portfolio, are margin enhancing, and hold a strong and rapidly growing position in the US, with significant confirmed new listings landing through 2026 that fully impact in 2027. This acquisition brings relationships with key strategic US retailers, a valuable IP set and a high caliber team — an essential, scalable platform for growth. With Janet leading Venture Life USA, we have the right expertise on the ground to drive meaningful synergies and build for the long term."

— Jerry Randall, CEO, Venture Life Group plc

“Venture Life’s portfolio is built on science, and that is something I care about deeply. Retailers here expect proven brands, strong category insight and partners who execute with discipline — that is exactly what Venture Life brings. Our vision is to build Venture Life USA into a leading consumer self care company, bringing FemiClear, CUROXEN, Health & Her and Lift to more US shoppers and being a genuine category growth partner to every retailer we work with.”

— Janet Carter Smith, Commercial General Manager, Venture Life USA

About Venture Life Group plc

Venture Life Group plc is an international consumer healthcare company focused on innovating and commercializing products for the self care market. Founded in 2010 and AIM listed, the Group operates across the UK, Europe and, increasingly, the United States. Its products — typically recommended by pharmacists or healthcare practitioners — are available through health & beauty stores, pharmacies, grocery multiples and e commerce. The portfolio spans women’s intimate and hormonal health, glucose management, ENT and ear care, and other consumer healthcare categories, with brands including FemiClear, CUROXEN, Balance Activ, Health & Her, Lift and Earol.

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