

# Sale of Seventh Generation to Unilever

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## PRIMARY INDUSTRY

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## RELATED INDUSTRIES

- Retail & Consumer Products
  - Consumer Products
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## RELATED PRACTICES

- Mergers & Acquisitions

## The Situation

Mintz worked with Seventh Generation, a pioneer in corporate responsibility and sustainable product innovations, since its beginnings as a catalog company selling niche “green” products through its growth as a leading brand of environmentally friendly household cleaning products and, ultimately, assisted with its exit by sale to Unilever.

## The Approach

Peter Demuth led the transaction on behalf of Seventh Generation. The Mintz team also included Daniel H. Follansbee and Marc D. Mantell, Members of the Corporate and Securities Practice; David Barmak and David R. Lagasse, Members of the Employment, Labor and Benefits Practice; Scott J. Pinarchick, a Member of the Tax Practice; and Bruce D. Sokler, Chair of the Antitrust Section.

## The Outcome

Seventh Generation's sale to Unilever helped our client achieve its mission of having a positive impact on the health of people around the world.

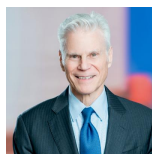
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