



French Transit, Ltd.

Products you love. Safety you can trust.

FRENCH TRANSIT, LTD. ACQUIRES MYCHELLE DERMACEUTICALS

Burlingame, CA, October 17, 2017 – French Transit, Ltd. has announced its recent acquisition of MyChelle Dermaceuticals, a Colorado-based pioneer and authority in advanced, bioactive skin care. MyChelle is a leader in the natural beauty industry using plant stem cells and clinically proven dermatological ingredients that are bioactive, ethically sourced, and formulated with high-performance ingredients for superior results. MyChelle Dermaceuticals products are vegetarian, cruelty-free, and made without phthalates, parabens, ureas, artificial fragrances and colors, petroleum, GMOs, and gluten. MyChelle is proud to be a founding member of the EWG Verified: For Your Health™ program and EWG Sun Safety campaign, on PETA's list of cruelty-free companies, and sponsors of Women's Bean Project, Breast Cancer Prevention Partners, and the Surfrider Foundation.

“The addition of the MyChelle brand to French Transit is important as it reinforces our commitment to superior safety, quality, and values not currently equaled in mainstream brands. For 17 years, MyChelle has been dedicated to fulfilling the consumer's need for safer and professional quality skin care. This fits perfectly with the mission of consumer well-being embodied in our other core brands, Crystal Deodorant and Luster Premium White oral care.” says Martin Floreani, President & CEO.

About French Transit

French Transit, Ltd., founded in 1984, is the maker of Crystal Deodorant and Luster Premium White. Crystal is one of the most respected and well-known brands among natural personal care products and world leader in mineral salt deodorants, available in over 35,000 stores worldwide in over 40 countries. Luster Premium White is a premium beauty-focused teeth whitening brand which sells daily whitening toothpastes and teeth whitening kits to food, drug, and mass channels in the U.S. and Canada. The Crystal and Luster brands also carry the Women's Choice Award for “9 out of 10 Customer Recommended” in their respective categories.

About Juggernaut

Juggernaut Capital Partners (“JCP”) was formed in early 2009 to build on the principals' successful, focused investment approach by targeting middle market companies primarily in the business services and consumer products industries where their investment professionals have extensive knowledge and experience. JCP differentiates itself from competing firms through its demonstrated ability to source transactions on a proprietary basis, and its proven record of building stronger and more operationally efficient businesses. JCP's goal is to be an involved, value-added investor and strategic partner to the management teams and other stakeholders of its portfolio companies. Juggernaut Capital Partners has over \$500 million of assets under management with capital commitments from a broad range of U.S. based and international Limited Partners. For more information on Juggernaut, visit www.juggernautcap.com.

For more information about French Transit, Ltd., please contact Megan Bennett at megan@lightyearsahead.com.

###