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Melling, Voitishkin & Partners advises Natura Cosméticos S.A. on the sale of its Avon business in Russia

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Melling, Voitishkin & Partners represented Natura, a global cosmetics group, in the sale of its Russian Avon business to Arnest Group. Avon's Russian division is a major manufacturer and distributor of cosmetics and perfumery products with its own manufacturing facility in Naro-Fominsk, Moscow Region.

Arnest Management has become the new owner of Avon's assets in Russia. The transaction, valued at RUB 2.52 billion, was approved by the Governmental Commission on Control over Foreign Investment and the Federal Antimonopoly Service (FAS) of Russia.

We advised the client on all stages of the transaction, including preparation and negotiation of binding documentation, discussion and development of the final transaction structure, obtaining regulatory approvals, monitoring the fulfilment of conditions precedent, and handling the signing and closing of the transaction. In the context of a special regulatory framework, the transaction required the development of a unique structure and non-standard terms.

The transaction team is led by Managing Partner [Sergei Voitishkin](#) and includes Partner [Dmitry Marchan](#), Counsel [Dmitry Yeremin](#) and Trainee Lawyer [Anton Shvets](#). The intellectual property aspects of the project were handled by Partner [Margarita Divina](#), Counsel [Marina Arzrumtsyan](#) and Associate [Anton Nazarenko](#). The process of obtaining state approvals was supervised by Antitrust & Competition Partner [Nadia Goreslavskaya](#), supported by Associate Nigyar Masimova.

About Melling, Voitishkin & Partners

Melling, Voitishkin & Partners is one of the largest law firms on the Russian market. It has a staff of more than 110 lawyers, including 28 partners. The firm provides a full range of legal services to business leaders and helps find solutions to the most complex challenges, relying on local and international expertise and a deep understanding of Russian law. Melling, Voitishkin & Partners is Baker McKenzie's preferred law firm in Russia.