



DIVINE SKIN CASE STUDY



<http://www.dskx.biz>

» Littlebanc and Divine Skin

Divine Skin has experienced 40% CAGR since 2007 via its existing channels and smaller clients. However, in order to significantly increase revenue growth and profits, the company needed to focus on larger salon clients and major distributors. To support these large accounts, Divine Skin needed to raise \$1 to \$2 million in capital to fill orders for its growing pipeline. Due to the size of the raise, Divine Skin, a small growth company, was faced with the challenge of raising capital from institutional investors.

Divine Skin chose to work with Littlebanc because of its successful track record of providing unstructured equity growth capital to early-stage companies on company-favorable terms. Littlebanc's focus on unstructured deals sold to fundamental growth-stock investment funds solves the capital-raising challenges faced by small and mid-market public growth companies like Divine Skin. With long-established Wall Street relationships, Littlebanc matches client companies with partner-minded investors, which fosters a stable shareholder base and minimizes capital dilution.

Before approaching its extensive network of institutional investors, Littlebanc conducted comprehensive research in order to thoroughly understand Divine Skin's business and the personal care industry. This keen insight into the company enabled Littlebanc to match long-term, partner-minded investors with Divine Skin.

» Result

Littlebanc Advisors raised \$1.73 million in equity financing for Divine Skin, completing its sixth transaction for a high-growth Florida company. The transaction closed on October 5, 2011, and was funded by both private and institutional investors. Littlebanc's capital raise will enable Divine Skin to continue to service its expanding base of large domestic and international distributors.

Divine Skin's executives recognized the added value that Littlebanc brought to Divine Skin's management team. Littlebanc's strong relationships with institutional funds secured investors for Divine Skin who will provide knowledge, experience, relationships, and support as Divine Skin grows. The company also benefits from the vast experience of Michael Margolies, Littlebanc CEO, in successfully growing companies.

"Littlebanc Advisors works with many of the most respected hedge funds and other financial institutions in business today — investors who expect exponential growth from the companies they fund. The knowledge, experience, and support of these investors and Littlebanc will enable Divine Skin to be very successful."

--Daniel Khesin, CEO, Divine Skin, Inc.



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» About Divine Skin

[Divine Skin, Inc.](#) (OTCBB:DSKX), based in Miami Beach, Florida, manufactures, develops, and distributes personal care products that address hair loss, skin care, aging, and other categories. CEO Daniel Khesin launched Divine Skin in 2007 after he created his own hair-growth product to treat his thinning hair. Divine Skin currently offers more than 35 products under five different brands.

Divine Skin's flagship brand, [DS Laboratories](#), offers high-performance hair and skin care products for men and women. Other brands include [Sigma Skin](#), upscale men's products; [Polaris Research Laboratories](#), physicians' products; [The Pure Guild](#), an organic line; and [NutraOrigin](#), a line of nutritional supplements. Divine Skin's products differ from competitors in that active ingredients are delivered in a method that enables organic microspheres to be absorbed and digested by enzymes in the skin, releasing their contents in a gradual, programmed manner for sustained impact.

