

## **LION EQUITY PARTNERS' PORTFOLIO COMPANY, COUNTRY LIFE LLC, COMPLETES ACQUISITION OF AURA CACIA DIVISION FROM FRONTIER DISTRIBUTION LLC**

*Denver, CO (July 8, 2026) – Lion Equity Partners, a Denver-based private equity firm specializing in corporate carve-outs, is excited to announce that its portfolio company, Country Life LLC, acquired the Aura Cacia division (“Aura Cacia”) from Frontier Distribution LLC (“Frontier Co-op”), a major member-owned wholesale cooperative based in Norway, Iowa.*

Aura Cacia is a trusted provider of essential oils, skin care oils, bath products, and air care products, with manufacturing operations in Urbana, Iowa. Aura Cacia will operate as a brand within Lion Equity Partners’ existing portfolio company, Country Life, LLC (“Country Life”). Country Life is a leading North American portfolio of brands across supplements, sports nutrition, and personal care. Aura Cacia adds a highly complementary aromatherapy brand to Country Life’s existing brands, which include Country Life®, Desert Essence®, and BioChem®.

“Aura Cacia has built a strong reputation of quality and service to its customers for over 40 years,” said Lion Equity Co-Founder and Partner Ari Silverman. “We look forward to supporting Country Life as it invests in Aura Cacia’s next chapter of growth.”

"Aura Cacia is a strong fit within the Country Life family," said Rob Robillard, CEO of Country Life. "Together, we bring more than a century of combined experience helping consumers live healthier, more balanced lives. Aura Cacia's leadership in essential oils and aromatherapy complements our portfolio of supplements, sports nutrition and personal care products, all developed with integrity, transparency and care.”

Brownstein Hyatt Farber Schreck, LLP represented Lion Equity in the transaction.

### **About Lion Equity Partners:**

Headquartered in Denver, CO, Lion Equity Partners is an operations-focused private equity firm specializing in corporate divestitures and special situations. Lion Equity’s investment strategy is centered on creating value in our portfolio companies through a combination of operational improvements, organic growth, and strategic add-on acquisitions. The firm leverages its strategic, financial, and operational expertise to build businesses that will create long-term value for all stakeholders.

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