

# BAKER MCKENZIE ADVISES SIMILASAN GROUP ON STRATEGIC ALLIANCE

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The Swiss **Similasan Group**, which develops and produces homeopathic products and natural cosmetics since 1980, decided to establish a strategic alliance with France-based **Laboratoires Thea** in the area of eye care products, in particular in the United States and Switzerland. Throughout the years, the Similasan brand has become popular across Europe and Similasan remedies are widely used and well-respected in North America.

**Baker McKenzie [advised](#) Similasan Group on all legal and tax aspects of this transaction. The cross-border team from Switzerland and the US was led by partners Lukas Glanzmann (Zurich - pictured right) and Alexander Fischer (Zurich - pictured left) and included senior associate Alexander Blaeser (Zurich, m&a and transactions), associate Daniel Kaelin (Zurich, m&a and transactions), partner Michael J. Fieweger (Chicago, m&a and transactions), associate Aidan Milstead (Chicago, m&a and transactions); counsel Andrea Bolliger (Zurich, tax), associate Fabian Greutert (Zurich, tax); partner Boris Wenger (Zurich, merger control), associate Roger Thomi (Zurich, merger control); and senior associate Julia Schieber (Zurich, intellectual property).**