



By [Kelly Kovack](#) Posted [December 21, 2020](#) In [Finance](#)

Prelude Growth Partners has invested in dpHUE, a hair brand that specializes in keeping color fresh between salon visits.

WHO: Launched in 2011, dpHUE was founded by Donna Pohlad, who then partnered with Justin Anderson, a celebrity hair colorist with a mission to rethink home hair color with a more convenient root touch-up option than a salon visit every six weeks. In 2014 dpHUE made a pivot from home hair color, expanding to haircare products intended to maintain color between appointments. The brand is sold at Ulta, Sephora, on Amazon and [dphue.com](#). The brand is not sold in salons, but dpHUE hairstylists can sell products and gain commission through the brand's dpHUE Pro App.

[Prelude Growth Partners](#) was formed in 2018 by Alicia Sontag and Neda Daneshzadeh to invest in consumer companies. Sontag was formerly Global President of Beauty at Johnson & Johnson and had spent more than a decade at the Estée Lauder Cos. Inc., while Daneshzadeh was a partner at L Catterton. [Prelude](#) makes growth capital and value-added operating support to fast-growing, high-potential consumer brands. The firm looks to make investments of \$5 million to \$15 million in companies across branded consumer categories such as beauty, personal care, health & wellness, food, beverage, and pet, among others. Their portfolio includes [8 Greens](#), [Summer Fridays](#), and [Westman Atelier](#).

IN THEIR OWN WORDS: “Growth has definitely been exponential,” said Beth Spruance Bennett, Chief Executive Officer of dpHUE. “Our value proposition has never been more relevant or compelling.”

“Our vision [with the investment] is to help build out our team and invest behind marketing and innovation to drive growth and leverage this moment in time,” said Pohlad. “We’ve had a lot of stars line up to drive our business forward [this year].”

DETAILS:

- Prelude Growth Partners has invested in dpHUE. Terms of the deal were not disclosed.
- dpHUE is said to be on track to do about \$25 million in retail sales by the end of the year [according to WWD](#).
- In 2016 the brand got its big break, launching in Ulta Beauty stores nationwide and Sephora.com.
- In 2019, dpHUE launched its dpHUE Pro App as a means to compensate pro colorists for recommending products.

Photo: via dpHUE

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