

April 25, 2019



Grove Collaborative Acquires Darby Smart

SAN FRANCISCO--(BUSINESS WIRE)-- Today, [Grove Collaborative](#), a leading digital-first brand and e-commerce platform for natural home and personal care products, acquired Darby Smart, the video community that shares passions on beauty, home decor and DIY.

Consumers today are more educated, empowered and connected than ever before, and delivering unique customer experiences is crucial for brands to thrive and core to the Darby Smart platform. Nicole Farb, founder & CEO of Darby Smart said "Darby Smart is a positive community of video influencers sharing creative ideas in beauty, home decor and DIY. We couldn't be more excited to join Grove because we see the opportunity to bring positive change to the world in even bigger ways."

With Darby Smart, Grove brings into the fold an active community of beauty, home decor and DIY enthusiasts who will drive ongoing discovery of the best environmentally-friendly products, and the path to living more conscientiously.

Grove has always had a deep desire to learn from its community. Influencers have been a key part of Grove's strategy since day one, and this acquisition will allow the company to continue to evolve how new customers find Grove, and discover innovative Grove products - furthering its mission to help all families create a home that reflects the best of themselves.

"While the Darby Smart operations will be winding down, we welcome the exceptional Darby Smart team to Grove and look forward to tapping into both the expertise and the influence of the platform that Nicole and her team has built," said Stuart Landesberg, co-founder and CEO of Grove Collaborative.

About Grove Collaborative

Launched in 2016 as a Certified B Corp, Grove Collaborative creates innovative natural products and offers a curated selection of healthy home essentials like cleaning supplies and personal care products. With a flexible scheduled delivery model and a personal shopper, a "Grove Guide" assigned to each customer, Grove's platform makes it easy for people to switch to healthier, more sustainable routines. Every item Grove offers, both from their flagship Grove Collaborative brand and from exceptional third party brands, has been thoroughly vetted for against strict standards for sustainability, efficacy and supply chain practices. For more information, please visit www.grove.co.

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Source: Grove Collaborative