



**MCCAA**

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**MALTA COMPETITION AND  
CONSUMER AFFAIRS AUTHORITY**

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## **Office for Competition**

**COMP-MCCAA/01/2025 – ACQUISITION OF PERSONA LIMITED BY CHIC  
LTD**

***Decision pursuant to Regulations 6 (1) (ii) and 12(4) of the Control of Concentrations  
Regulations (LN 294 of 2002 as subsequently amended)***

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**DATE: 1 APRIL 2025**

1. On 5 March 2025, the Office for Competition (hereinafter referred to as 'the Office') received a notification of a proposed concentration pursuant to Regulation 5 of the Control of Concentrations Regulations (hereinafter referred to as 'the Regulations'), whereby Chic Ltd (hereinafter referred to as 'Chic') will, within the meaning of Article 2 of the Regulations, acquire sole control of Persona Limited (hereinafter referred to as 'Persona') through the acquisition of 100% of the assets of Persona. The concentration is completed through an Asset Purchase Agreement.

2. The business activities of the undertakings concerned are the following:

- Chic operates a clinic that provides the following services:
  - a. Beauty services – treatments provided by beauty therapists namely, semi-permanent make-up, semi-permanent eyelash extensions, facials, professional spray tanning and scalp micropigmentation.
  - b. Med-aesthetic services - treatments performed by aesthetic doctors namely, laser hair removal, vein treatment in the form of laser vein treatment or sclerotherapy, toxin (Botox) injections (including to treat hyperhidrosis) and dermal fillers (including for lip enhancement, cheek fillers, nasolabial folds, marionette lines, non-surgical rhinoplasty, neck lines), fat reduction, anti-cellulite and skin tightening treatments, skin needling and chemical peels.
  - c. Medical services – private doctor consultations relating to chronic disease management (such as diabetes, hypertension, hypercholesterolaemia etc.), health assessment and care plans (including blood pressure checks, blood checks, etc.), men's and women's health (including smear tests and breast examinations), antenatal (pregnancy) checks (including foetal heart doppler), child health services and immunisations, ear syringing, cautery, skin checks, emergency care (such as suturing following injury) as well as travel clinic and vaccinations.
- Persona operates a clinic that provides the following services:
  - a. Med-aesthetic services – treatments performed by aesthetic doctors namely, laser hair removal, vein treatment in the form of laser vein treatment or sclerotherapy, toxin (Botox) injections (including to treat hyperhidrosis) and dermal fillers (including for lip enhancement, cheek fillers and tear troughs), hand rejuvenation, fractional laser rejuvenation, skin needling and chemical peels.
  - b. Plastic surgery – this includes both cosmetic and reconstructive surgery, which is performed by specialised surgeons in Persona's dedicated operating theatre. The procedures offered are breast augmentations and uplifts, breast

reductions, male breast reductions, liposuctions, smart liposuction, tummy tucks, facelifts, rhinoplasties, blepharoplasties, otoplasty, neck lifts and hair transplants.

3. The Office notes that the proposed concentration only triggers a horizontal overlap between the concerned Parties' activities in the market for the provision of med-aesthetic services. However, after close assessment of this horizontal overlap, the Office opines that this will not significantly impede effective competition in the market of med-aesthetics services in Malta.
4. After examination of the notification, the Office has concluded that the notified concentration falls within the scope of Article 12 (1) (iii) of the Regulations on the treatment of simplified procedures for certain concentrations.
5. For reasons set out in Regulations on simplified procedure, the Office has decided not to oppose the notified concentrations and to declare it lawful. This decision is adopted in application of Articles 6 (1) (ii) and 12 (4) of the Regulations.

For the Office for Competition



Dr Melchior Vella

Director