

PARIS  
January 15, 2026

## **Ardian signs an agreement to acquire a stake in IVB Wellness Lab, a fast-growing and innovative supplements brand in Spain**

With this investment, the Growth team at Ardian partners with IVB's founding team and existing minority shareholder Label Capital to accelerate IVB's expansion in Spain and across Europe and support its product innovation strategy.

IVB Wellness Lab ("IVB"), a leading Spanish company in the research, development and distribution of science-backed dietary supplements, welcomes Ardian, a global private investment firm, as a minority shareholder.

Founded in 2021 by Dr. Isabel Viña Bas, Valerio Soto Ferri, and Carlos Viña Bas, IVB has established itself as one of Spain's most dynamic dietary supplement brands operating in a market driven by sustainable consumer trends around lifestyle and healthcare. Headquartered in Valencia, IVB differentiates through specific ingredient sourcing and a unique approach including clinical oversight and hospital partnerships.

Built on an asset-light model, IVB offers a variety of products spanning essential dietary supplements (e.g., magnesium, omega 3) and advanced formulations targeting areas of general wellness such as women's health. Initially launched as a digital-first D2C (direct-to-consumer) brand, IVB has developed a strong and engaged community, and experienced industry-leading revenue growth. IVB has also quickly expanded into the pharmacy channel, already reaching c.2,000 pharmacies across Spain.

This partnership marks an important milestone in IVB's growth journey, aiming to scale its operations in Spain, reinforce data-driven D2C growth, support its international expansion and strengthen its innovation capabilities.

Ardian will closely work with the co-founders and management team and leverage its expertise in scaling high-growth consumer and health businesses to strengthen IVB's commercial and operational foundations.

The transaction is expected to close in Q1 2026.

"IVB Wellness Lab stands out with product innovation designed to meet specific consumer needs, leveraging a strategic omnichannel distribution. We are proud to partner with this seasoned, ambitious and complementary founding team, to support IVB in achieving its growth objectives in Spain and abroad, leveraging Ardian's talent network, health & digital expertise and international resources."

- ALEXIS SAADA ● HEAD OF GROWTH & SENIOR MANAGING DIRECTOR, ARDIAN
- FRÉDÉRIC QUÉRU ● MANAGING DIRECTOR, ARDIAN

"Since its inception, IVB has been redefining its category with unique science-anchored formulations, an authentic and highly engaged community and disciplined omnichannel execution. We're excited to partner with Ardian on this next phase as they will bring valuable expertise to further support IVB's European development."

- ÉLÉONORE OUDEA ● FOUNDING PARTNER, LABEL CAPITAL
- GASPARD DE SARNEZ ● FOUNDING PARTNER, LABEL CAPITAL

"We are extremely proud of how IVB Wellness Lab has evolved, driven by product excellence, scientific research, community engagement and disciplined execution. Partnering with Ardian marks a pivotal milestone for IVB and allows us to strengthen our foundations while accelerating our ambition in Spain and abroad. We look forward to building a long-term partnership that supports sustainable growth and preserves our mission that people "know more, fear less, and choose better"."

- ISABEL VIÑA, VALERIO SOTO & CARLOS VIÑA ● CO-FOUNDERS, IVB WELLNESS LAB

#### LIST OF PARTICIPANTS

##### Ardian

Growth investment team: Alexis Saada, Frédéric Quérus, Alexandra Da Silva, Michelle Stitz, Noa Amzallag  
Corporate lawyers: Garrigues Madrid (José Luis Ortín Romero, Luis Enrique Mata Palacios, Marta Ocón Barceló)

Financial due diligence: Eight Advisory (Christophe Delas, Gennat Mouline, Ilyas El Guermat, Armelle Pasquier)

Legal, labor and tax due diligence: Eight Advisory (Barbara Jouffa, Guillaume Rembry, Henriette Barrois, Lucie Goeller, Lucie Vernières)

Strategic due diligence: Digital Value (Arnaud de Baynast, Paul-Henri Magnien, Youssef Meskine, Margarita Ichazo)

##### Label Capital

Label Capital: Véronique Morali, Eléonore Oudea, Gaspard de Sarnez, Gauthier Leyne

Corporate lawyers: White & Case (Simon Martin-Gousset), Mayer Brown (Jean-Philippe Coiffard), EY (Javier Bustillo, Manuel Paz, Santiago Lopez)

##### IVB Wellness Lab

Co-founders: Isabel Viña Bas, Valerio Soto Ferri, Carlos Viña Bas

Corporate lawyers: Garrigues Valencia (Alejandro Micó Llorens, Paula Crespo, Ester García Camps)

Financial advisors: Alvarez & Marsal (Cédric Zana, Baptiste Rideau, Yassine Benslimane)

## ABOUT ARDIAN

In a world of constant evolution, Ardian stands out for its ability to anticipate, adapt, and turn challenges into opportunities. As a global, diversified private markets firm with 22 offices and more than 350 investment professionals worldwide, we provide investment and customized solutions that reflect new economic dynamics and help our clients remain resilient in a changing world.

We deliver multi-local expertise and long-term performance for our investors and partners as well as shared value for the broader society. Since Ardian's inception in 1996, our pioneering approach to diversification and our ability to offer tailor-made solutions at scale have remained the heart of our strategy.

Through commitment, knowledge and technology, we bring lasting value to our companies and contribute positively to the whole industry.

Ardian currently manages or advises \$196bn for more than 1,890 clients worldwide across Private Equity, Real Assets, and Credit.

Ardian. Mastering change for lasting value.

[www.ardian.com](http://www.ardian.com)

## ABOUT LABEL CAPITAL

Label Capital is a Paris-based growth equity firm investing in the next generation of category-defining consumer brands across Europe and the US. We partner with founders improving daily life through superior products, brands & communities.

[www.label-capital.com](http://www.label-capital.com)

## ABOUT IVB WELLNESS LAB ("IVB")

IVB Wellness Lab is an advanced, science-based supplementation laboratory focused on metabolic health, hormonal balance, and general well-being. Founded by Isabel Viña Bas, a medical doctor and researcher, the company was built with a clear objective: to help people understand what is happening in their bodies and to empower them to make better health decisions through education and targeted solutions. Guided by its mission: "know more, fear less, and choose better" IVB Wellness Lab places scientific rigor and education at the center of its model. To ensure real-world impact, the company has an omnichannel strategy and works mainly through healthcare professionals such as pharmacies, physicians, and nutritionists, offering differentiated solutions for everyday health challenges.

[www.ivbwelness.com](http://www.ivbwelness.com)

## **Press Contacts**

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