

E-COMMERCE • SUPPLEMENTS

Established Health Supplement Brand with Wholesale Channel

Profitable direct-to-consumer supplement business with recurring wholesale distributor revenue and strong organic traffic. Minimal owner time required.

ASKING PRICE

\$114,981

17x Monthly Multiple

\$142K TTM REVENUE	\$81K TTM PROFIT	47% PROFIT MARGIN	4 Active DISTRIBUTORS
BUSINESS MODEL DTC + Wholesale	ESTABLISHED 2022	OWNER INVOLVEMENT 10 hrs/wk	
TEAM SIZE 1 contractor	CUSTOMER MARKET United States	TREND Growing	

Investment Highlights

- Dual revenue model: direct consumer sales plus recurring wholesale distributor orders.
- Strong profit margins consistently above 30% with minimal paid advertising spend.
- Organic-only traffic strategy with active SEO program recently implemented.
- Includes registered trademarks, email list, and established supplier relationships.
- Low owner involvement — approximately 10 hours per week to operate fully.

Growth Opportunities

Paid Advertising

Launch PPC and comparison shopping ads to drive significant new customer volume.

Channel Expansion

List products on additional marketplaces to diversify revenue beyond current channels.

Distributor Growth

Add new wholesale accounts monthly to grow recurring B2B revenue base.

Email & Affiliate

Monetize existing email list and launch affiliate program to drive commission-based sales.

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

Request Access →