

E-COMMERCE • BEAUTY & PERSONAL CARE

Premium Amazon FBA Beauty Brand with Strong Organic Growth

Established hair accessories and styling brand generating \$1M+ in annual revenue with ultra-low COGS, registered trademark, and expanding multi-channel presence.

ASKING PRICE

\$1,113,112

36x Monthly Multiple

\$1.03M

TTM REVENUE

\$330K

TTM PROFIT

32%

PROFIT MARGIN

~8.6%

COST OF GOODS

BUSINESS MODEL

Amazon FBA

ESTABLISHED

2023

OWNER INVOLVEMENT

10–15 hrs/wk

TEAM SIZE

1 VA

CUSTOMER MARKET

United States

TREND

Growing

Investment Highlights

- Category-leading hero product with 1,450+ reviews and millions of organic views
- Ultra-low COGS under 10%, driving attractive and scalable profit margins
- Registered US trademark and Amazon Brand Registry enrollment included
- Expanding product line across complementary beauty and styling sub-niches
- Lean operations with documented SOPs; new owner can run in 5–10 hrs/week

Growth Opportunities

Social Commerce Scaling

Early-stage TikTok Shop channel with significant untapped affiliate upside.

Spanish Market Expansion

Meaningful Spanish-language search volume currently untargeted in listings.

B2B & Wholesale

Bulk order signals detected; no formal wholesale strategy yet pursued.

Seasonal Optimization

Peak months run 40–50% above average; Prime Day upside remains undercaptured.

Interested in Learning More?

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

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