

E-COMMERCE • BEAUTY & SKINCARE

Passive Skincare Brand on Shopify & Amazon FBA

Established since 2017, this trademarked direct-to-consumer beauty brand delivers science-informed skincare solutions via Shopify and Amazon FBA, running on just ~2 hours of owner time per week.

ASKING PRICE

\$247,926

21x Monthly Multiple

\$461K

TTM REVENUE

\$142K

TTM PROFIT

31%

PROFIT MARGIN

~10%

RECURRING CUSTOMERS

BUSINESS MODEL

Multi-Channel eCommerce

FIRST MADE MONEY

2017

OWNER INVOLVEMENT

2 hrs/week

TEAM SIZE

2 Employees

CUSTOMER MARKET

United States

TREND

Stable

Investment Highlights

- ✓ Established 9-year-old beauty brand with US trademark and Amazon Brand Registry protection.
- ✓ Highly passive operation — owner spends approximately 2 hours per week on oversight.
- ✓ Strong unit economics with TTM net profit margins exceeding 30% on \$461K in revenue.
- ✓ Dual-channel revenue via Shopify storefront (~85%) and Amazon FBA (~15%).
- ✓ All fulfillment handled by Amazon FBA including Shopify orders via Multi-Channel Fulfillment.

Growth Opportunities

Social Media Advertising

Launching paid social campaigns could significantly boost targeted traffic and new customer acquisition.

Amazon Channel Expansion

Scaling Amazon presence and expanding into international marketplaces offers meaningful untapped revenue.

Subscription Growth

Growing the current ~10% recurring customer base through subscribe-and-save programs drives predictable revenue.

Adjacent Product Launches

Extending the catalog with complementary skincare SKUs can increase average order value and lifetime value.

Interested in Learning More?

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

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