

E-COMMERCE • PERSONAL CARE & WELLNESS

Established Women's Wellness Brand
with ~100K Customers

A turnkey direct-to-consumer brand in the women's intimate wellness niche, generating \$3.19M in trailing revenue with repeat buyers, a 200K email list, and minimal owner involvement.

ASKING PRICE

\$2,697,187

38x Monthly Multiple

\$3.19M

TTM REVENUE

\$852K

TTM PROFIT

27%

PROFIT MARGIN

~100K

CUSTOMERS SERVED

BUSINESS MODEL

Multi-Channel eCommerce

FIRST MADE MONEY

2023

OWNER INVOLVEMENT

5 hrs/week

TEAM SIZE

3 Contractors

CUSTOMER MARKET

United States

TREND

Growing

Investment Highlights

- ✓ Nearly 100,000 customers served with strong repeat purchase and subscription revenue.
- ✓ 200,000-subscriber email list actively monetized via automated flows and segmentation.
- ✓ Lean remote team of 3 contractors; owner works as few as 3–6 hours per week.
- ✓ Multi-channel sales across Shopify, a leading short-form video marketplace, and Amazon.
- ✓ Registered US trademark and established supplier relationship provide a defensible brand moat.

Growth Opportunities

Expand Ambassador Program

Recruit additional brand ambassadors to scale organic short-form video driven sales.

Scale Video Commerce

Increase live-selling activity on short-form video platform to unlock incremental revenue.

Launch Paid Video Ads

Activate dedicated short-form video ad campaigns to diversify paid acquisition channels.

Launch Google Ads

Add search-intent advertising to reduce reliance on paid social and broaden reach.

Interested in Learning More?

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

Request Access →