

E-COMMERCE • BEAUTY & LIFESTYLE

Decade-Old DTC Beauty Brand With Automated Operations

A well-established direct-to-consumer beauty and lifestyle brand with over a decade of history, strong margins, and a highly automated operating model ready for a hands-on growth-focused buyer.

ASKING PRICE

\$215,015

25x Monthly Multiple

\$357K

TTM REVENUE

\$102K

TTM PROFIT

29%

PROFIT MARGIN

43,500

EMAIL SUBSCRIBERS

BUSINESS MODEL

Multi-Channel DTC

FIRST MADE MONEY

2014

OWNER INVOLVEMENT

5 hrs/week

TEAM SIZE

2 Employees

CUSTOMER MARKET

Germany • Europe

TREND

Stable

Investment Highlights

- ✓

Over 10 years of operating history in a niche beauty/lifestyle category
- ✓

Highly automated: owner works just 4-5 hours per week
- ✓

Large owned marketing assets: 43K+ email profiles, 139K+ social followers
- ✓

New proprietary product line recently launched with in-house formulation IP
- ✓

Diversified across DTC website and marketplace channels

Growth Opportunities

Expand New Product Line

Scale a recently launched proprietary product and grow its complementary offerings.

Activate Owned Audiences

Leverage large email list and social following with stronger retention campaigns.

Scale Paid Advertising

Improve and expand advertising across major search and social platforms.

Grow Wholesale & Europe

Develop B2B partnerships and expand further across European markets.

Interested in Learning More?

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

Request Access →