

# 独一无二的专利化妆品品



**MERGERSCORP**

2021 年，全球护肤品市场规模达 1,358.5 亿美元。

护肤品作为一个细分市场，其增长速度超过了美容业的任何其他领域。

去年，美国的护肤品销售额增长了 13%。在此期间，在线美容零售商增长了 24%，其中以护肤品为首。

护肤品的增长得益于它在各种趋势中占据的独特地位：人们对促进健康和自我保健产品的需求不断增长，对调理和日常护理的功效越来越感兴趣，社交媒体能够更快地增强消费者的能力并为他们提供信息，而新技术的独特之处在于能够简化消费者在与护肤品品牌互动时所面临的异常复杂的选择。

#### 业务概览

该公司生产并销售一种独特的、已获专利的皮肤护理产品系列，它将门诊皮肤护理服务与非处方药物相结合。

该公司生产唯一的皮下非处方药护肤品系列，几乎与所有其他外用护肤品系列相辅相成。该品牌可以与另一个护肤品牌无缝连接，不会产生产品冲突。

该公司诞生于牙科行业，于 2004

年出版了一本突破性的著作，开发出了一个与众不同的护肤品牌，在护肤品领域具有权威性，品牌知名度高于一般的外用药或护肤品系列。

该公司的品牌、技术和产品系列已获得专利和出版，连接了牙科和皮肤护理之间的界限，开辟了一条新的治疗途径。

品牌产品不受经济衰退的影响。该公司的客户从来都不是亚马逊上售价 30 美元的护肤品买家。相反，客户正在寻求一种注射替代方案。

面部注射每年的销售额超过 50 亿美元。该品牌介于注射剂和面霜之间。

随着经济增长放缓，越来越多的女性可能不得不选择昂贵的美容注射和侵入性治疗。

这也是为什么在牙科诊所和皮肤科诊所等专业工作场所的职位对公司的未来起着关键作用。

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#### 亮点

- 该技术已获专利，保护期长达 15 年
- 零售、批发、专业和联营市场尚未实现
- 产品系列平均利润率为 95
- 公司品牌在“鲨鱼坦克”节目中创下观众纪录

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#### TARGET PRICE

\$2,850,000

#### GROSS REVENUE

\$1,008,218

#### EBITDA

\$0

#### BUSINESS TYPE

美容

#### ESTABLISHED

2004-06-13

#### COUNTRY

美国

#### BUSINESS ID

L#20220295

- 通过《鲨鱼坦克》和在 16 个国家重播的附属电视台进行持续宣传
- 美容行业的平均回报率为 8%，而公司为 4
- 公司平均每年有 100 万网络访问量
- 拥有 18 年历史的品牌，专利期还剩 15 年

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