

独特专利的美妆品牌





在2021年，全球皮肤护理产品的市场规模在1355.5亿美金。作为美妆市场增长速度最快的一部分，皮肤护理产品在去年美国市场增长13%，线上零售业增长24%。皮肤护理产业增长的主要因素为：对于健康及护理产品的需求增长，对于护理流程兴趣增长，社交媒体对于用户的引流作用以及新科技对于简化产品使用流程的帮助。

商业概况

公司生产的独特的皮肤护理产业线架起了非就诊皮肤护理需求和柜台就诊的需求之间的桥梁。

该公司生产唯一的皮下非处方护肤系列，几乎可以补充所有其他局部护肤系列。这个品牌可以无缝加入另一个护肤品牌而不会产生产品冲突。

该公司诞生于牙科行业，并于 2004

年取得了突破性进展，该公司开发了一个与众不同的护肤品牌，在护肤领域具有权威地位，在品牌认知度上高于平均局部或护肤系列。该公司的品牌、技术和产品线已获得专利和出版，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。

该品牌产品具有抗衰老性。该公司的客户从来都不是亚马逊上 30

美元的护肤品买家。相反，客户正在寻求注射替代方案。面部注射每年的销售额超过 50 亿。这个品牌位于注射剂和面霜之间令人垂涎的空间。随着经济放缓，更多的女性可能会被选择昂贵的美容注射和侵入性治疗。这也是为什么牙科诊所和皮肤科诊所等专业工作场所的职位在公司的未来中发挥关键作用的原因。

该公司的品牌、技术和产品线已获得专利和出版，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。

重点

- 技术已获得专利，保护期为 15 年
- 零售、批发、专业和附属市场尚未实现 产品线平均利润率为 95%
- 公司品牌在鲨鱼坦克上创下观众记录
- 通过 Shark Tank 和附属电台的持续宣传在 16 个国家/地区重播

TARGET PRICE

\$2,850,000

GROSS REVENUE

\$1,008,218

EBITDA

\$0

BUSINESS TYPE

Beauty

ESTABLISHED

2004-06-13

COUNTRY

美国

BUSINESS ID

L#20220295

- 美容行业平均回报率为 8% VS 公司为 4%
- 该公司平均每年有 100 万网络访问者
- 18年品牌，专利还剩15年

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