

# 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退性。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迫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

*The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction.*

*The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.*

*By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.*

*This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.*

*The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.*

*All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.*

[www.mergerscorp.com](http://www.mergerscorp.com)



[WWW.MERGERSCORP.COM](http://WWW.MERGERSCORP.COM)