

# Unique Patented Cosmetic Brand with Authoritative Presence





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In 2021, the global skin care products market size was valued at US\$ 135.85 billion. Skincare, as a market segment, is growing faster than any other part of the beauty industry. Sales of skincare products grew by 13% last year in the United States. Online beauty retailers grew 24% in that time, with skincare leading the way. Skincare's growth is attributable to the unique position it occupies amongst a variety of trends: growing desire for health-promoting and self-care products, increasing interest in the power of regimens and routines, the ability of social media to more rapidly empower and inform consumers and, uniquely, the ability of new technology to simplify the unusually complex choices consumers have when they interact with skincare brands.

### Business Overview

The company manufactures and commercializes a unique and patented skin care treatment line which bridges outpatient skin care services with over-the-counter availability. The company manufactures the only under the skin, over the counter skin care line which complements nearly every other topical skin care line. This brand can seamlessly join another skin care brand without product conflicts.

Born within the dental industry with a published breakthrough in 2004, the company developed a skin care brand that is distinctive, carries authoritative presence in the skin care space and ranks above the average topical or skin care line in brand recognition. Patented and published, the company's brand, technique and product line connect the lines between dentistry and skin care and has opened a new avenue of treatment.

The brand product is recession-proof. The company's customer has never been the \$30 skincare buyer on Amazon. Instead, customers are seeking an injection alternative. Facial injections exceed 5 billion in sales a year. This brand sits in the coveted space between injections and creams. As the economy slows, more women will likely be forced into alternatives to expensive cosmetic injections and invasive treatments. This is also why a position in the professional workspace like dental offices and dermatology offices play a key role in the future of the company.

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### Highlights

- Technology is patented with 15 years left of protection
- Retail, Wholesale, Professional and Affiliate markets are yet to be realized
- Product line averages 95% margin
- Company brand set an audience record on Shark Tank
- Continual publicity via Shark Tank and affiliate stations rerun in 16 countries
- Average beauty industry return rate is 8% VS 4% for the company
- The company averages One million web visitors annually
- 18-year-old brand with 15 years left on the patent

### TARGET PRICE

\$2,850,000

### GROSS REVENUE

\$1,008,218

### EBITDA

\$0

### BUSINESS TYPE

Beauty

### INVENTORY

Not Included in Asking Price

### ESTABLISHED

2004-06-13

### COUNTRY

United States

### BUSINESS ID

L#20220295

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