

ESTABLISHED COSMETICS BRAND FOR SALE



Established cosmetics brand with over a decade of goodwill, 250K+ social followers, \$330K in revenue, \$76K in profit. fully systemised and primed for scale.

About the Business

Key Highlights

1. **Founded in 2014**, this brand has evolved into a globally recognised leader in clean, cruelty-free cosmetics.
2. **Generates approx. AUD \$226,676 in annual revenue** with a **35% profit margin** and **AUD \$79,248 in annual net profit**.
3. Includes **AUD \$232,500+ of physical inventory (at cost)** as part of the sale.
4. Backed by **250K+ social followers**, influencer collaborations, and a strong digital presence.
5. **Trademarked** across multiple jurisdictions — including the **US, NZ, Canada, Macao, and Hong Kong**.
6. Sale includes **three Shopify stores** (.com, .com.au, .co.nz), all domain assets, email systems, ad accounts, and a full creative library.
7. **Minimal owner involvement** (approx. 5-10 hours per week); operations are lean and systemised.
8. Features **high-margin, high-repurchase SKUs** with long-standing supplier relationships (10 years+).
9. Fulfilment managed via **third-party logistics partners** in Australia and the United States.

Operations

The business operates on **Shopify Plus**, supported by integrated **Klaviyo** email flows, **Meta & Google Ads**, Pinterest campaigns, and influencer partnerships.

Fulfilment is managed through reliable 3PL providers in **Australia and the US**, utilising courier relationships with **Australia Post** and **DHL**.

All processes are **documented in detailed SOPs**, allowing for a smooth handover. The current owner oversees inventory management, product development, and agency liaison only.

Customers

The brand serves a loyal, global customer base — primarily **women aged 25-45** who value performance, ethics, and transparency in cosmetics.

Orders are received from **Australia, New Zealand, the US, UK, Europe, Asia, and the Middle East**.

Location: **Brisbane**

Asking: **\$350,000**

Turnover: **\$222,915**

Type: **Health/Beauty**

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Acquisition is driven by paid advertising, email marketing, influencer seeding, and SEO. The brand holds a **Domain Authority of 21** and a robust email list with automated campaign flows.

Repeat purchase rates are strong, particularly across core SKUs such as lip products, brow definers, and eye palettes.

Financial Statistics (AUD)

Metric Amount (AUD) Notes

Annual Revenue \$226,676 Based on trailing 12 months

Annual Profit \$79,248 Verified and consistent

Average Monthly Revenue \$18,888 12-month average

Average Monthly Profit \$6,603 12-month average

Profit Margin 35%

Profit Multiple 4.4×

Revenue Multiple 1.6×

Primary Expenses (AUD per year)

Expense Category Annual Cost (AUD)

Advertising \$136,978

Marketing & Promotions \$6,782

Software Subscriptions \$20,761

Storage Fees \$1,430

Freight (AusPost & DHL) \$50,633

Additional Notes

The product line includes **lipsticks, liquid lip paints, blush, brow products, eyeshadow quads, MultiStix, and face kits** — all **cruelty-free, vegan, paraben-free, and highly pigmented**.

Included in the Sale

- 1. All **websites & domains**
- 2. **Ad accounts** (Meta, Google, Pinterest)
- 3. **Full creative library** (photo & video)
- 4. **Product formulations & supplier contacts**
- 5. **Email platform** (Klaviyo) with all automations
- 6. **Customer & subscriber databases**
- 7. **Retail & wholesale relationships**
- 8. **Merchant accounts** including Afterpay
- 9. **Registered trademarks** across multiple regions

Summary

This is a **turnkey, globally recognised brand** with proven profitability and strong brand equity. With clean financials, minimal overhead, and scalable systems, it represents an exceptional acquisition opportunity.

An ideal buyer can leverage the existing brand reputation and international customer base to expand via **paid growth, retail distribution, or product line extensions** — creating a clear path to scale and strategic exit.

Business Resources

Key resources include a fully systemised Shopify Plus infrastructure with Klaviyo email automation, Meta and Google Ads accounts, and 3PL fulfilment in Australia and the US.

No physical premises are required. The business operates with minimal staff, primarily outsourcing marketing and logistics.

The current owner will provide handover support, including introductions to suppliers, agencies, and operational partners to ensure a seamless transition.