

## REVENUE / EBITDA

### \$23M

2024 REVENUE  
(PROJ)

### \$5M

2024 EBITDA  
(PROJ)

### \$20.3M

2023 REVENUE

### \$5M

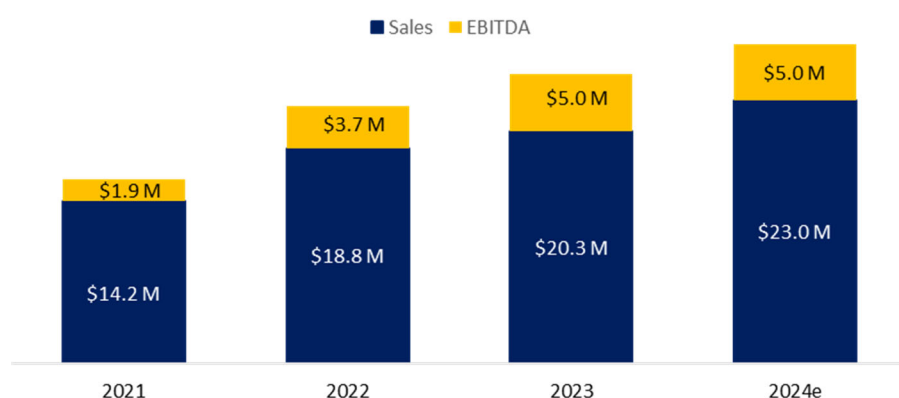
2023 EBITDA

## BUSINESS HIGHLIGHTS

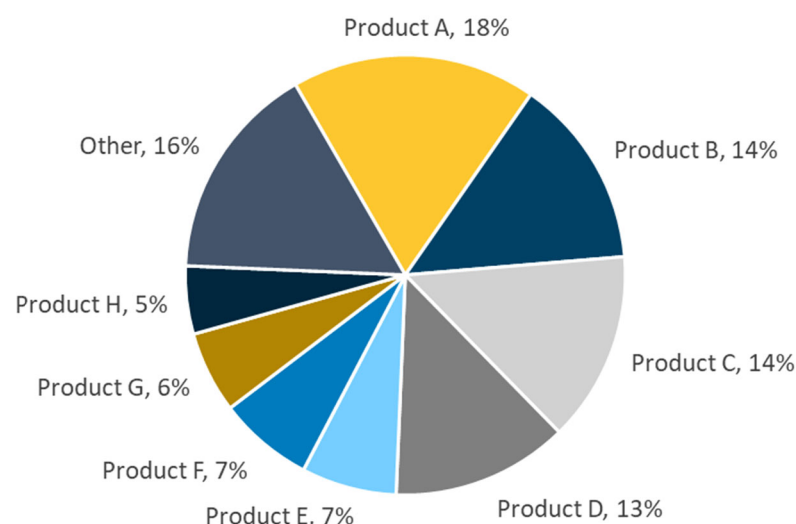
For over 15 years, this PA-based digitally native, premium hair tools and products company has established a well-recognized brand under which it offers more than 40 SKUs in 10 product categories, including hair brushes, heated brushes, hairdryers, hairsprays, texturizers, root touch-up products, curling irons, straightening tools, shampoo & conditioner, and styling products. Products are created by a professional stylist with the intent of providing users with an in-home salon experience. The Company has maintained a strong relationship with the television network and shopping channel QVC.

The founder is interested in remaining in place alongside new ownership in order to continue to promote the Company's products and assist the acquiror in capitalizing on growth opportunities. Expansion plans for 2024 are focused on the introduction of complementary product lines that leverage existing distribution/retail relationships to accelerate sales growth. The Company also plans to ramp up sales and marketing through its company website and Amazon sales channels.

## FINANCIAL PERFORMANCE (\$M)



## REVENUE SOURCES



## STAFF



Active Owners (2)



Brand Content Creator (1)



Digital Coordinator (1)



Customer Care (2)

## FACILITIES

Warehouse 4,000 sf

## INVESTMENT APPEAL

- Superior Name and Reputation:** The Company enjoys a long-standing reputation for supplying quality beauty products and superior customer support.
- Patented Products:** In order to protect its intellectual property, the Company currently owns several patents with expirations well into the future. The Company has spent considerable time and investment in developing new beauty products and hair tools. With patented products, the Company will continue to bring high-quality beauty goods to market while enhancing brand value.
- Strong Historical Sales and Earnings Growth:** Historical sales have grown from \$14.2M in 2021 to \$20.3M in 2023, representing a CAGR of 19.4%. Over the same period, the Company's earnings grew from \$1.9M (13.3% of sales) to \$5M (24.7% of sales). Sales and earnings have grown consistently YoY in the historical period.
- Minimal Overhead and Oversight:** The Company's utilizes a lean and highly-experienced staff to consistently deliver strong results. Historically, the Company's fixed expenses averaged less than \$550,000 per year.
- National Reach:** Given its online and direct-to-consumer sales channels, the Company's customer base and operations are national in scope, allowing it to deliver products to clients wherever they may be located.

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