

Negocio italiano de cosméticos para la piel





Negocio italiano de cosméticos para la piel

Una start-up italiana emergente y de rápido crecimiento en el sector cosmético, lanzada en 2022, está redefiniendo el cuidado de la belleza mediante productos prebióticos para el cuidado de la piel, respaldados por la ciencia y elaborados íntegramente con ingredientes activos naturales de origen y producción italianos. El envase moderno y reciclable de la marca y su posicionamiento "sin crueldad" atraen mucho a la Generación Z y a la Generación del Milenio, que buscan un cuidado de la piel sostenible y eficaz.

Lo que distingue a esta empresa es su estructura verticalmente integrada. Controla todas las fases de la cadena de valor -desde la fabricación hasta la distribución- mediante la propiedad de una histórica empresa de producción, un negocio minorista con 80 tiendas de propiedad directa y un consorcio de 165 puntos de venta asociados.

Cartera de productos

Incluye una amplia gama de artículos para el cuidado de la piel y maquillaje:

- Cuidado de la piel: cremas, limpiadores y protección solar
- Maquillaje: bases, imprimaciones, brillos, barras de labios, sombras de ojos y más
- Accesorios: pinceles y aplicadores
- Suplementos: una línea de suplementos patentada que se lanzará en 2025

Huella comercial

- Productos vendidos en 347 tiendas de toda Italia
- Asociaciones estratégicas con grandes cadenas de belleza como La Rinascente y Naïma, con el objetivo de llegar a 700 puntos de venta
- Recientemente ha conseguido un acuerdo de distribución internacional con un gran distribuidor extranjero de cosméticos

Ventajas estratégicas

- Patente obtenida para un producto nutracéutico
- Se trasladó a una nueva sede central y centro logístico de 1.000 m² equipado con un sistema fotovoltaico, lo que redujo significativamente los costes operativos

TARGET PRICE

\$ 750,000

BUSINESS TYPE

Empresa de cosméticos

COUNTRY

Italia

BUSINESS ID

L#20250943

- Sólida construcción de marca apoyada por una celebridad televisiva de gran visibilidad y próximas asociaciones con influencers en la web

Oportunidad de inversión

- Ampliación de capital abierta de 1,5 M€, la mitad ya cubierta
- Busca 750.000 euros de un inversor financiero o industrial para financiar asociaciones con personas influyentes y el desarrollo de productos
- Potencial para que los inversores aumenten la producción, tomen posiciones en el capital o se conviertan en fabricantes exclusivos de líneas de productos con márgenes elevados.

Incentivos

- Con derecho a una desgravación fiscal de hasta el 50% por la compra de acciones según la normativa italiana sobre empresas innovadoras.

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



© 2024 MergersCorp M&A International. All rights reserved.

© 2024 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.



WWW.MERGERSCORP.COM