

## CONFIDENTIAL BUSINESS PROFILE

### PROPRIETARY AND CONFIDENTIAL INFORMATION

#### Established Aesthetic Medical Spa Serving the Inland Empire

##### Executive Summary

The Company is an owner operated medical spa in Southern California, founded in 2004 and repositioned in a newly renovated 520 sq ft space in 2021. It offers a broad range of cash pay cosmetic/aesthetic services (injectables, lasers, peels, micro-needling, etc.) and proprietary skincare products. The practice has built a loyal base of 1,300 active patients ( $\approx$ 3,100 visits/year) and generates approximately \$600K in revenue per year per the seller's confidential data. With minimal overhead (one treatment room, 4 days/week) and all equipment/inventory included, the business runs as a turnkey operation. The founder (a primary injector) is retiring but will assist in transition. Key highlights include a diverse high demand service mix, strong referral/repeat business, and room to grow by expanding hours, adding providers or service expansion.

- **Business:** Small, upscale med spa (Southern CA), est. 2004 (relocated 2021). Physician supervised, with experienced RN staff.
- **Services:** Full suite of aesthetic treatments (Botox/Xeomin, dermal fillers, Diode laser for hair removal/IPL for hyperpigmentation/Yag for laser vein procedures, microneedling & PRP, chemical peels, vein sclerotherapy, etc.) plus retail cosmeceuticals.
- **Facilities/Staff:** 520 sq ft; 1 exam/treatment room; 4-day weekly schedule;  $\sim$ 1,300 active patients; no OSHA or regulatory issues.
- **Financials:** Last year revenue  $\sim$ \$557K; high gross margins on injectables and retail.
- **Opportunities:** Add new devices or providers, expand marketing (social media, memberships).
- **Valuation Context:** Single location med spas typically transact around 1.5–3.5 $\times$  SDE. An asset sale structure with transitional support is anticipated.

This CIM provides an in depth overview: company background, service offerings, market context, customer demographics, operations and staffing, financial summary, growth opportunities and risks, and appendices (licenses, equipment, lease terms).

##### Business Overview

Founded in 2004 and professionally redesigned in 2021, the practice operates as a *health and beauty medical spa* offering cosmetic/aesthetic treatments. Located in the Inland Empire (Southern California), it serves men and women seeking nonsurgical rejuvenation.

PACIFIC RELIANCE BUSINESS BROKERS  
(949) 232.3101  
Email: Carlos@PacificRB.com  
[www.PacificRB.com](http://www.PacificRB.com)  
DRE# 02115960



The clinic emphasizes patient wellness and confidence, under a commitment to “quality and care” as per its founding philosophy.

Since inception, the owner (a licensed injector) built the business through high customer service and effective offerings. The facility is physician supervised (as required by state law for certain procedures) and staffed by a board certified surgeon (medical director) and a registered nurse aesthetician. The owner manages operations and serves as the primary injector. The team has decades of combined aesthetic experience.

Key operating stats (per owner): ~1,300 active clients (≈3,100 annual visits, ~60/week) 520 sq. ft. facility with 1 treatment room, open ~4 days/week. Annual revenue is approximately **\$600,000** (2023 & 2024 years). Patient growth was steady; owner retirement presents a succession opportunity. No regulatory or litigation issues exist. All assets are owned free and clear.

**Key Selling Points:** Referral driven clientele; turnkey equipment/inventory included; lean overhead; modern spa fit out; owner available for transition and patient introductions. (All identifying details are redacted for confidentiality.)

### Services and Revenue Streams

The spa provides a comprehensive menu of *aesthetic services*, all on a cash pay basis. These include:

- **Injectables:** Neuromodulators (Botox) and dermal fillers (Juvederm) for wrinkle smoothing and facial volumization.
- **Skin Rejuvenation:** Chemical peels (various acids), micro-needling (with optional PRP), IPL/laser facials, and other non-invasive resurfacing.
- **Body Treatments:** Laser hair removal (and other laser/light therapies) plus leg vein sclerotherapy (injections) for cosmetic vein removal.
- **Skin Care Products:** Proprietary medical-grade skincare line and branded products (Image Skincare, Bella Med, ORG, Grande Lash, FactorFive).

These service categories drive all revenue. Neuromodulator/filler injections are often the largest revenue sources, followed by laser/light treatments, skin rejuvenation therapies, and product sales. The owner reports the following approximate revenue mix (illustrative):

Service Category	Approx. % of Revenue (est.)
Botox/Xeomin (neuromodulators)	30%
Dermal Fillers (Juvederm, etc.)	25%

Service Category	Approx. % of Revenue (est.)
Laser & Light Therapies	15%
Skin Rejuvenation (peels, PRP, microneedling)	20%
Cosmetic Retail Products	10%

*Estimated Revenue Mix by Service (based on seller’s data and industry norms)*

While exact pricing is proprietary, typical price ranges for the core treatments are as follows:

Service & Treatment	Examples	Typical Price Range (per session/unit)
<b>Neuromodulator Injections</b> (Botox, Xeomin)	Reduces dynamic wrinkles (frown lines, crow’s feet)	<b>\$10–\$15 per unit</b> (avg. 30–40 units per treatment)
<b>Dermal Fillers</b> (Juvederm, Restylane)	Restores facial volume (cheeks, lips)	~\$700 per syringe on average (range \$500–\$1,500)
<b>Chemical Peels</b> (light to medium depth)	Skin resurfacing (acne, sun damage)	~\$250–\$650 per treatment (varying by peel strength)
<b>Laser Hair Removal/IPL</b>	Permanent hair reduction, photofacials	~\$700 per session (full-area average) (local size-dependent)
<b>Microneedling + PRP</b>	Collagen-induction for skin tone	~\$300–\$800 per session (depending on area)
<b>Sclerotherapy</b> (Vein therapy)	Spider vein injections	~\$500 average per session
<b>Cosmetic Retail</b>	Skincare products (cream, serums)	Markup on wholesale (~150%–200%)

*Table: Main Services, Examples, and Typical Pricing.* (Pricing is industry-average; actual rates vary by provider experience and region.)

The practice also sells skincare home care kits and product lines. Combined consumables (injectables, lotions, kits) are delivered with each service. All scheduling, inventory, and payment systems are included.

### Market and Competitive Analysis

The medical spa/aesthetic market is large and growing. In the U.S., non surgical cosmetic procedures continue to expand: ASPS reports ~28.2 million minimally invasive cosmetic procedures in 2024, including nearly 9.9M neuromodulator injections (up 4% YoY) and 5.3M hyaluronic acid filler treatments (up 1%). Popular non surgical procedures (botox, fillers, hair removal, peels) remain in high demand. Globally, ISAPS notes over 20.5 million non surgical aesthetic procedures in 2024, with Botox (7.8M) and HA fillers (6.3M) as the top treatments. The U.S. leads the world with >6.1M total procedures (highest per country).

Industry reports project continued robust growth: U.S. med spa revenues are forecast to expand ~10–12% annually (2025–2030), outpacing many service sectors. Factors driving growth include an aging population seeking non invasive anti aging solutions, innovations in devices and injectables, and convergence of aesthetics with overall wellness. While COVID-19 briefly impacted elective services, demand rebounded strongly. The global aesthetic market is increasingly mainstream, with broadening demographics.

Competition is significant but fragmented: IBISWorld reports ~30,000 health & wellness spas/med-spas in the U.S. (NAICS 812199). Most (~80%) are single-location, independent practices, though national chains and physician-groups are expanding. The Company competes on service quality, reputation, and specialized offerings. Its Southern California location has a large population base. Barriers include licensing (state regulations), brand differentiation, and capital requirements for equipment.

Industry consolidation trends are notable: private equity is targeting platform med-spa roll-ups. However, small owner ops with stable cash flow remain attractive to buyers. The med spa sector outperforms broader healthcare M&A due to its cash pay model and recurring demand.

### Customer Demographics and Marketing

The spa's clients are primarily female (~88%), consistent with industry norms. The largest segment is women aged 35–54 (roughly half of clients), although an increasing share of Millennials and even Gen-Z (and a smaller but growing male clientele) are seeking aesthetic services. Marketing and referrals cater to this demographic mix.

The practice's marketing emphasizes word-of-mouth and digital presence. It maintains a website with online booking and active social media profiles (Facebook, Instagram), leveraging before/after images and customer reviews to attract new clients. In an industry where online discovery is critical, social media and tele-consultation platforms significantly drive customer acquisition. The loyalty of existing patients yields repeat appointments and referrals, stabilizing revenue. The owner also participates in community outreach (events, local partnerships) to maintain visibility.

Key demographics: middle aged, beauty conscious, relatively affluent individuals. The buyer should continue digital marketing (e.g. targeted social ads) and upscale branding. Expanding promotions or membership programs (e.g. Botox/filler subscription plans) could further penetrate this market.

### Operations and Staffing

The business operates out of a leased 520 sq ft spa suite (1 treatment room, private exam area, reception). Operating hours are 4 days per week (Monday-Thursday, for example), allowing ~60 client visits/week. The facility holds all necessary equipment/inventory for service delivery:

- **Equipment Highlights:** Lumenis One laser (IPL/YAG/Light Sheer Diode Laser hair removal) – valued ~\$10,000; Spa Source electric treatment bed and stool; electrosurgical cautery unit; Eclipse MicroPen microneedling device with PRP centrifuge; 2L liquid nitrogen dewar (for cryotherapy); etc. All clinical and office equipment is included.
- **Operations:** An online scheduling and point-of-sale system handles appointments, marketing, bookkeeping, and inventory tracking. A detailed policy and procedures manual (medical board compliant) is included. All patient records, supplier contracts, and vendor accounts transfer with the sale.

**Staffing:** The practice is currently run by the owner (full-time injector/manager). An experienced registered nurse practitioner (part-time) assists with treatments and patient care. A part-time receptionist/office manager handles scheduling, bookkeeping and product sales. (No additional medical director is on site daily, but a supervising physician license is active as needed.) The organizational structure is lean. The table below summarizes key roles (no names):

PACIFIC RELIANCE BUSINESS BROKERS  
 (949) 232.3101  
 Email: Carlos@PacificRB.com  
[www.PacificRB.com](http://www.PacificRB.com)  
 DRE# 02115960



Role	Status	Key Responsibilities
Owner / Primary Injector	Full-Time (Owner)	Administers treatments and injectables (neuromodulators, fillers, laser, microneedling, PRP and peels), oversees business operations, patient consultations.
Receptionist / Office Manager	Part-Time	Front desk (scheduling, phone/email), billing/payment processing, inventory management.
<b>(Potential)</b> Aesthetician / Assistant	TBD	Assist with skincare treatments, laser, or extend hours under supervision.

Staff compensation (pay rates) and duties will transfer to the new owner. As owner is retiring, transition period is provided post sale. The seller has confirmed *no pending OSHA/medical board issues*. All staff (and owner) licenses/certifications are current.

### Financial Summary and Key Metrics

Financial statements (P&L) have been provided to qualified buyers under NDA. Key metrics (from 2024 data) include:

Metric	2025 (Approx.)	Notes / Source
Annual Revenue	~\$557,000	(per owner)
Cost of Goods Sold (est.)	N/A (not provided)	Industry models ~20–30%
Gross Margin (est.)	High (32%)	
Owner’s Benefit (SDE)	\$179,829	(per owner)
Active Patient Accounts	~1,300	(per owner)
Annual Client Visits	~3,100	(~60/week, 52 wk)
Average Revenue per Visit	~\$194 (computed)	(600K/3,100)

*Key financial and operational metrics (seller data).* No third party audit; figures are to be verified during due diligence.

Annual Revenue	2025	2024	2023
Gross Profits	\$557,000	\$526,305.70	\$569,223.35
SDE	\$179,829	\$168,863	\$182,196

**BUYER TO CONFIRM ALL NUMBERS AND ADVISED TO HIRE CPA TO REVIEW ALL FINANCIALS. INFORMATION TAKEN FROM SELLER PROVIDED TAX RETURNS AND DOCUMENTS.**

No debt obligations exist on the assets. Owner's compensation and personal expenses can be normalized for valuation. (The sale is expected to be structured as an asset purchase)

### Growth Opportunities

**Opportunities:** The business is a stable base with multiple levers for growth:

- **Expanded Hours / Staff:** Adding a fifth day or weekend hours would immediately increase capacity (~25% more potential revenue). Recruiting additional injectors or medical personnel (RN/PA/NP) could scale services.
- **New Services / Equipment:** Introducing body contouring (e.g. CoolSculpting), or emerging treatments (IV wellness therapy, hormone clinics) can diversify revenue.
- **Membership Programs:** Implementing loyalty or membership plans for injectables/retail can stabilize recurring income.
- **Digital Marketing:** Enhanced online marketing (social media campaigns, SEO, tele-consults) targeting younger demographics (including men) can tap latent demand.

### Appendices

**Licenses & Permits:** The business maintains all required credentials for operation, including: State medical/nursing licenses for providers, facility business license, Health Department permits (if any), OSHA compliant infection control certificates, and (if applicable) state registration for controlled substances used in injectables. All are current and in good standing. (Address and license numbers are redacted for confidentiality.)

**Equipment & Inventory:** Included assets cover all treatment devices and supplies. Major items include (wholesale approximations):

PACIFIC RELIANCE BUSINESS BROKERS  
(949) 232.3101  
Email: Carlos@PacificRB.com  
[www.PacificRB.com](http://www.PacificRB.com)  
DRE# 02115960



Equipment	Description	Approx. Value / Notes
Lumenis One Laser System	IPL, Nd:YAG, LightSheer attachments	Included
Spa Treatment Electric Bed & Stool	Patient treatment chair/bed	Included
Electrosurgical Desiccator Unit	Surgical cautery unit	Included
Eclipse MicroPen Microneedling System + PRP Kit	Skin needling device + centrifuge	Included
Liquid Nitrogen Cryo Dewar (2L)	Cryotherapy for spot treatments	Included
Office / POS Equipment	Computer, credit card terminal, etc.	Included

**Lease Summary:** The 520 sq ft premises are leased on favorable terms. (Exact address withheld.) The current lease expires in December 2026 with an option to renew at market rates. Monthly rent (NNN) is approximately \$4.60 per square foot (competitive for the area). The space meets all medical facility codes and has dedicated parking.

**Assumptions & Disclaimers:** All information above is based on the seller's executive summary notes and the public website. Where exact data were not provided, reasonable industry assumptions are noted. Buyers should verify financials and details through due diligence.