



**ABERCORN BUSINESS SALES**  
SUCCESSFULLY SELLING YOUR BUSINESS



**Premium Science Led UK Wellness Supplements Brand for sale - UK  
Manufactured Product**

Fully Relocatable

**Asking Price: £75,000**

Reference: MC08-ABS | Confidential Memorandum

**Asking Price** OIRO: £75,000 (Including stock circa £5,000)

**Shareholding:** 100% Shareholding offered for sale

**Year Established:** 2024

**Reason for Sale:** Owner has relocated overseas. The business has not been actively taken to market and is therefore offered as a genuine, clean sale.

#### **Key Selling Point:**

A recently established, premium wellness supplements business positioned within the growing science-led health and wellbeing market.

The business has been fully built and professionally set up, including expert-formulated products, UK based manufacturing and fulfilment, a Direct-to-Consumer platform, marketplace presence, and integrated marketing and operational systems.

The business has already generated revenues via some 300 transactions on Amazon and has received impressive feedback and reviews from satisfied customers.

Offered as a ready-to-scale opportunity with no staff or property liabilities. Significant headroom for growth under active ownership. Confidential sale due to owner relocation.

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#### **Business Description:**

The business is a premium, science-led wellness supplements brand developed to support everyday wellbeing. The business creates clean, expertly formulated supplements using high-quality, bioavailable ingredients designed to deliver real-world health benefits without hype or exaggerated claims.

Each product has been developed with health experts and positioned for long-term customer trust, focusing on balance, vitality, and preventative wellbeing rather than short-term trends.

The business is fully built, operational, and ready to scale, with all core infrastructure in place.

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#### **Market & Positioning:**

The wellness and preventative health supplements market continues to grow steadily, driven by increasing consumer focus on everyday health, longevity, and transparency.

Positioned against established, science-led brands such as AG1, Purolabs, Healthspan, and other online supplement businesses, differentiating itself through:

- Expert-developed formulations
- Clean and transparent ingredient profiles
- Premium, honest brand positioning
- Focus on everyday wellbeing rather than fads

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#### **Key Differentiators:**

The premium, science-led wellness supplements brand success is underpinned by the following strengths:

1. Science-backed formulations developed with health experts, using effective, evidence-led dosages.
2. Clean, transparent ingredients with no unnecessary fillers or exaggerated marketing claims.
3. High-quality, bioavailable ingredient forms selected for superior absorption and effectiveness.
4. Designed for everyday use, easy to integrate into daily routines.
5. Premium, integrity-led brand, focused on long-term customer trust rather than shortcuts.

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### **Reputation:**

Supplements have established a reputation as a trustworthy, science-led wellness brand with a strong emphasis on quality, transparency, and integrity. The brand benefits from positive customer feedback and proven traction through Amazon.co.uk.

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### **Operations & Infrastructure:**

The business operates on a fully implemented and scalable infrastructure, including:

- Shopify for e-commerce
- Klaviyo for customer communications and retention
- Google Workspace for internal operations
- Integrated UK based logistics and fulfilment with real-time inventory management
- Analytics, reporting, Customer Relationship Management, and customer support systems

All systems across sales, marketing, fulfilment, and customer service are live and operational, allowing immediate scale without further setup.

There is no dependency on any single supplier. Multiple trusted UK-based manufacturing and ingredient partners are used, ensuring quality, compliance, and supply continuity.

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### **Marketing to Date:**

- No marketing has yet been undertaken for the standalone website
- Significant investment in Amazon.co.uk, resulting in product sales and positive customer reviews
- Clear headroom for growth through digital marketing channels

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### **Customers:**

The business is positioned for direct-to-consumer sales within the UK, with strong potential for repeat purchases, subscriptions, and brand loyalty as marketing is scaled.

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### **Staff:**

- No employees
- Owner-managed
- No employment liabilities

The seller is happy to introduce the buyer to trusted freelancers and specialists used to build and operate the business.

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### **Financial Overview:**

- Owner has invested significantly within the business set up to date (circa £60,000)
- No historic trading accounts provided due to the early-stage nature of the business

The business is being sold as a ready-to-scale asset with established products, brand, and infrastructure.

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### **Growth Opportunities for a New Owner:**

A buyer has multiple, clearly identifiable growth levers:

1. Scaling paid marketing (paid search, paid social, retargeting)
2. Introducing subscriptions, bundles, and repeat-purchase incentives
3. Expanding the product range into adjacent wellness categories
4. Further leveraging marketplaces and wholesale channels
5. Conversion rate optimisation and advanced email/SMS automation
6. International expansion using the existing fulfilment framework

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### **Buyer Suitability**

- No technical or specialist knowledge required
- Full handover and training offered
- Familiarisation period estimated at 4–6 weeks

The seller will provide support and is willing to agree to a non-compete.

### **Why This Business Will Appeal to Buyers**

This opportunity offers the acquisition of a credible, premium wellness brand with:

- Established products and brand positioning
- Proven customer demand and positive feedback
- Fully built operational, marketing, and fulfilment infrastructure
- Significant upside without the need to start from scratch

**Next Step :** To Register Interest, you will need to fully complete our Confidentiality Agreement

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## Next Steps & Contact

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