

Lux - Blind Profile

A successful provider of medical devices for the fast-growing aesthetics market

Lux develops, produces and distributes two ranges of medical devices, using state-of-the-art Intense Pulsed Light technology, targeting the fast growing global aesthetics market.

Technology of the future

Intense Pulsed Light is a recent, but proven and widely accepted technology. It is rapidly replacing existing laser, electrolysis and traditional treatments. Lux's intellectual property is protected by international patents.

Certified product range giving access to most international markets

Access to international markets is subject to stringent medical certification. Lux's products have been approved to the highest international standards: Health Canada, Food & Drugs Administration (USA) and CE Medical (EU).

A profitable business with attractive prices and pricing models

Lux has revenues of around €2 million, is highly profitable and is growing rapidly. Recurring revenue is a significant portion of total sales.

Production is well-established and scalable

Lux has focussed on creating robust device assembly, maintenance and distribution capabilities with well-documented processes, reliable component supplier partners and high quality standards. This solid infrastructure can now support rapid expansion.

The company is better structured than most companies of the same size

The whole company is structured around an ISO Quality Management System which would be the envy of companies many times its size, and which is a solid base for future expansion.

With distributors more than 30 countries, Lux has access to significant potential

In a market where medical certification is of the essence, Lux has the ability to sell in more than 30 countries where it has established a network of distributors, with significant untapped potential.

Sales effectiveness can be improved to accelerate growth

Lux can accelerate commercial development through increasing effectiveness of direct and indirect sales channels, particularly in high potential export markets.

Lux is launching a third product range targeting body remodelling

Lux has developed a third product range in the area of body remodelling and targeted fat removal. Full benefits of this new launch will be reaped by the Company's acquirer.

Opportunity

With cutting edge products and proven pricing models, Lux offers an acquirer with a strong commercial focus, or a complementary range of products with existing distribution channels, the opportunity to drive significant additional value from the business.