



# CONSIDERING SELLING YOUR COSMETIC CLINIC?

NATIONAL COSMETIC PARTNERSHIP IS REVOLUTIONISING THE LANDSCAPE FOR CLINICS THROUGHOUT AUSTRALIA.

If the notion of selling your business has ever crossed your mind, you may be wondering about the ideal buyer and how to ensure a successful sale. Suzie and Alex Hoitink, founders of HTNK Advisory and before that the Clear Complexions Clinics, have partnered with Andrew Cox, founder of corporate advisory firm, Cardinal Mark. Together, this powerhouse trio have formed National Cosmetic Partnership, fundamentally altering the way high-value cosmetic clinics are sold. Let's delve into what sets National Cosmetic Partnership apart and why clinics are eager to be a part of it.

The powerhouse team behind National Cosmetic Partnership (NCP) is backed by the expert teams at HTNK Advisory and Cardinal Mark, and benefits from the extensive knowledge and experience of industry veterans.

Suzie and Alex Hoitink have a successful track record in the cosmetics industry. Their expertise is invaluable, having founded and grown the Clear Complexions clinics into a network of six highly profitable clinics with a team of 70 medical professionals and administrators, before selling to ASX-listed Vita Group in 2017. Their journey includes developing a replicable

model, orchestrating a highly successful sale, and now helping other practitioners to do the same through HTNK Advisory.

Andrew Cox is a distinguished investment banker and leading corporate adviser. He brings a wealth of experience to NCP, having advised on transactions exceeding \$100 billion, including extensive healthcare experience. Andrew brings deep relationships with healthcare investors, as well as expertise in healthcare roll-ups and clinician ownership transition. His expertise ensures that NCP is well-equipped to navigate the complexities of business transition in the healthcare industry.

## What is National Cosmetic Partnership?

NCP is a carefully curated collective of premium independent skincare clinics in Australia. NCP collaborates with individually branded, medically-led, non-invasive skincare clinics, offering owners a supported pathway to transition out of their business, maximising the value for them while providing a platform for the long-term sustainability of their clinic.

The NCP model draws upon the collective experience of its founders, and is the result of detailed structuring and planning, including numerous discussions with practitioners and investors about their needs and wants, as well as a meticulous examination of successful and unsuccessful past roll-ups across multiple healthcare specialties, including past cosmetic industry missteps. Key differences from prior models include preserving brand identity, reducing dependence

on principals before their exit, establishing robust transition systems, and ensuring industry management expertise is in place.

## What sets National Cosmetic Partnership apart?

**The 'sale-ready process':** NCP recognises that many principals may not have optimised their business for sale. Upon joining NCP, principals have time and opportunity to get their business sale-ready, with an option to leverage HTNK Advisory's proven systems and processes, to drive a higher sale price.

**The power of scale:** Being part of a collective magnifies the value of an individual clinic business. NCP provides a pathway for independent clinics to realise their full value through sharing in the benefits of group scale.

**Flexible exit pathway:** NCP understands that not all principals are ready to exit their business completely. The sale and exit stages can be separate, allowing principals to choose the exit pathway that suits them best.

**Future value upside:** If a principal chooses to remain with NCP post-sale, they benefit from an incentive tied to the value of NCP. This incentive grows with NCP, providing value upside. On exit after transition, the incentive is paid in full, inclusive of any additional value.

**Post-sale support:** NCP provides support that gives principals the space to work in the clinic rather than on it. This support includes financial and business reporting, recruitment and training, operating procedures and systems, performance

management, branding and marketing, procurement, and IT.

**Preserving your legacy:** NCP understands the importance of maintaining clinic branding and the trust of patients it embodies. Each clinic in the group retains its individual brand identity, ensuring a lasting legacy for the exiting principal.

## Who is National Cosmetic Partnership partnering with?

NCP is seeking partnerships with well-established clinics boasting a repeat client base and proven or potential strong profitability.

If you find yourself considering selling your business, NCP presents a groundbreaking opportunity. Led by a team of industry experts, NCP offers a unique approach to transitioning high-value clinics, addressing past industry missteps, and ensuring a legacy of trust and individual branding. With a focus on optimising businesses for sale, leveraging the power of collective scale and providing a flexible exit pathway, NCP stands at the forefront of reshaping the independent skincare business landscape in Australia. Joining NCP offers the opportunity not only for a successful sale but also for a pathway to enduring prosperity for your clinic. **AMP**

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