



## Lumini supports preteen skin with gentle, age-appropriate, clean formulas. Our mission focuses on building healthy skincare habits early.

Lumini Skincare is a New Zealand brand specialising in gentle, age-appropriate skincare for preteens and teens. The business operates online through a strong e-commerce store, supported by loyal repeat customers, stockists, and a growing community of parents seeking safe, simple routines for young skin.

The market is expanding as families look for cleaner, youth-specific skincare options. Opportunities include scaling into Australia, expanding the product range, and growing retail partnerships.

Can be based anywhere in NZ

### Business Resources

Key resources include strong branding, chemist-developed formulas, reliable NZ manufacturing partners, Shopify website, automated email/marketing systems, and simple pick-and-pack equipment. Fulfilment is easily managed from a small home workspace and we have a distributor for our stockists

### Website

<https://www.luminiskincare.co.nz>

Location: **Auckland**

Asking: **\$50,000**  
**+GST, +stock**

Turnover: **\$50,300**

Type: **Health/Beauty /**  
**Home Based**

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